

TF Techfastly

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10

Predictions

We explore the IDC study that presented the top ten projections and major drivers for the IT sector over the next five years

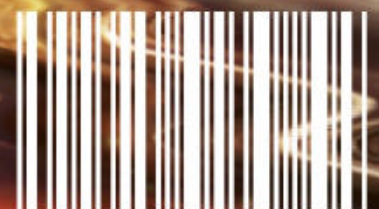
Who got them
right?

Who got them
wrong?

2022

PREDICTIONS

WINNERS & LOSERS



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VISIT...

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Editors Note

Srikant Rawat

Chief Operating Officer, Techfastly

Technological advancements and ground-breaking research have dominated the year 2022. Techfastly has attempted to look back at the biggest trends of the year and how the innumerable predictions performed throughout the course of the year in a year that concluded with various recaps.

NASA's 2022 calendar included activities like launching a new space telescope, diverting an asteroid with a spaceship, and visiting a metal-rich asteroid. The future of banking was anticipated to be fueled by digitalization, supported by new-age technology such as APIs, empowering the consumers to make seamless, secure, and quick payments. The financial systems' cost effectiveness, standardization, and interoperability were predicted to revolutionize the banking sector.

Every aspect of healthcare was predicted to become personalized, from online and offline interactions to unique search results. Data interoperability would remain a priority and become even more crucial, as per experts. Primary care would become independent of the healthcare system. Payers were expected to enter the consumer area more actively, according to the forecast.

The effects of climate change are expected to vary by region. For instance, it was anticipated that temperature rises would be higher on land than in the oceans and higher in high latitudes than in the tropics and mid-latitudes. Numerous plant and animal species' geographic ranges will change as a result of changes in temperature, precipitation, and seasonality.

More than half of the global economy was predicted to be based on or influenced by digitalization by 2022 since the majority of goods and services use a digital delivery model or need to be enhanced with digital components to remain competitive. The future of interior design was projected to be one of dramatic aesthetics and rich, gloomy colours. In 2022, designers foresaw a significant shift toward multipurpose environments. It was also projected that extravagant bathroom design would be quite popular.

In order to provide seamless digital experiences, IDC defines the future of connectedness as enabling the timely transfer of data among people, things, applications, and processes. Based on this, it created a list of the top ten predictions. Did they all come true? Aside from all of these predictions, were there any changes or additions? In this edition of Techfastly magazine, we set out to explore this. We hope that the readers have a clear understanding of where the world stands as we approach 2023. Happy reading!

PEEK INTO THE FUTURE OF TECHNOLOGY

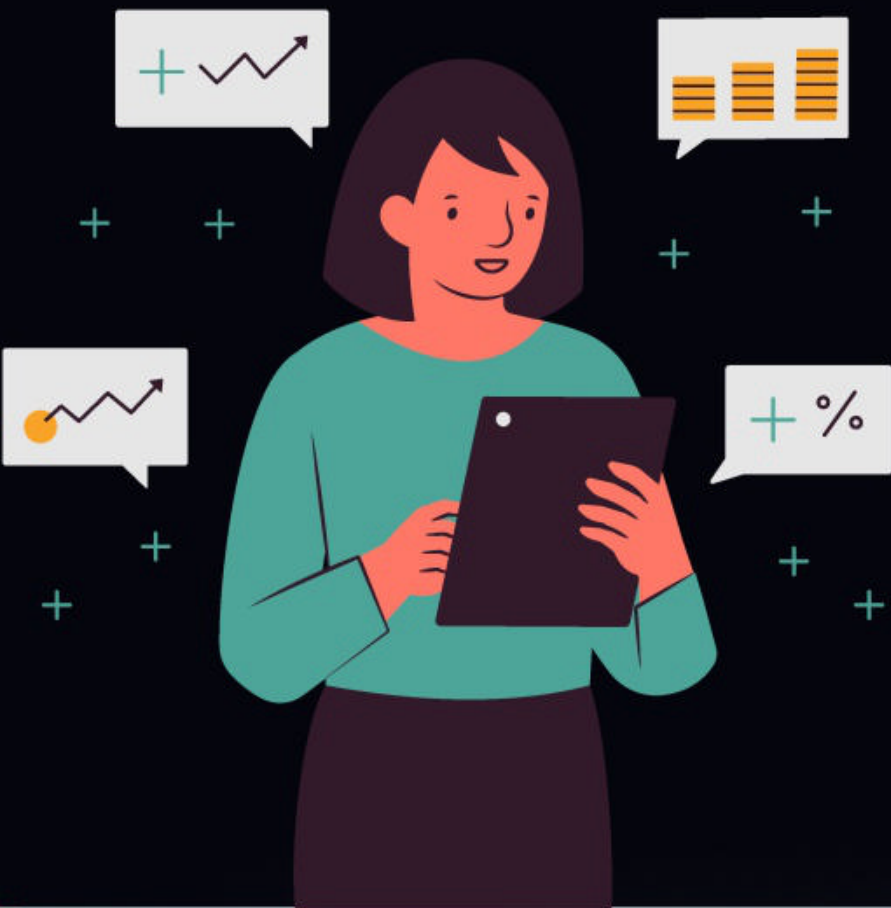


TABLE OF CONTENTS

P-04 Analyzing the top 10 IT predictions.

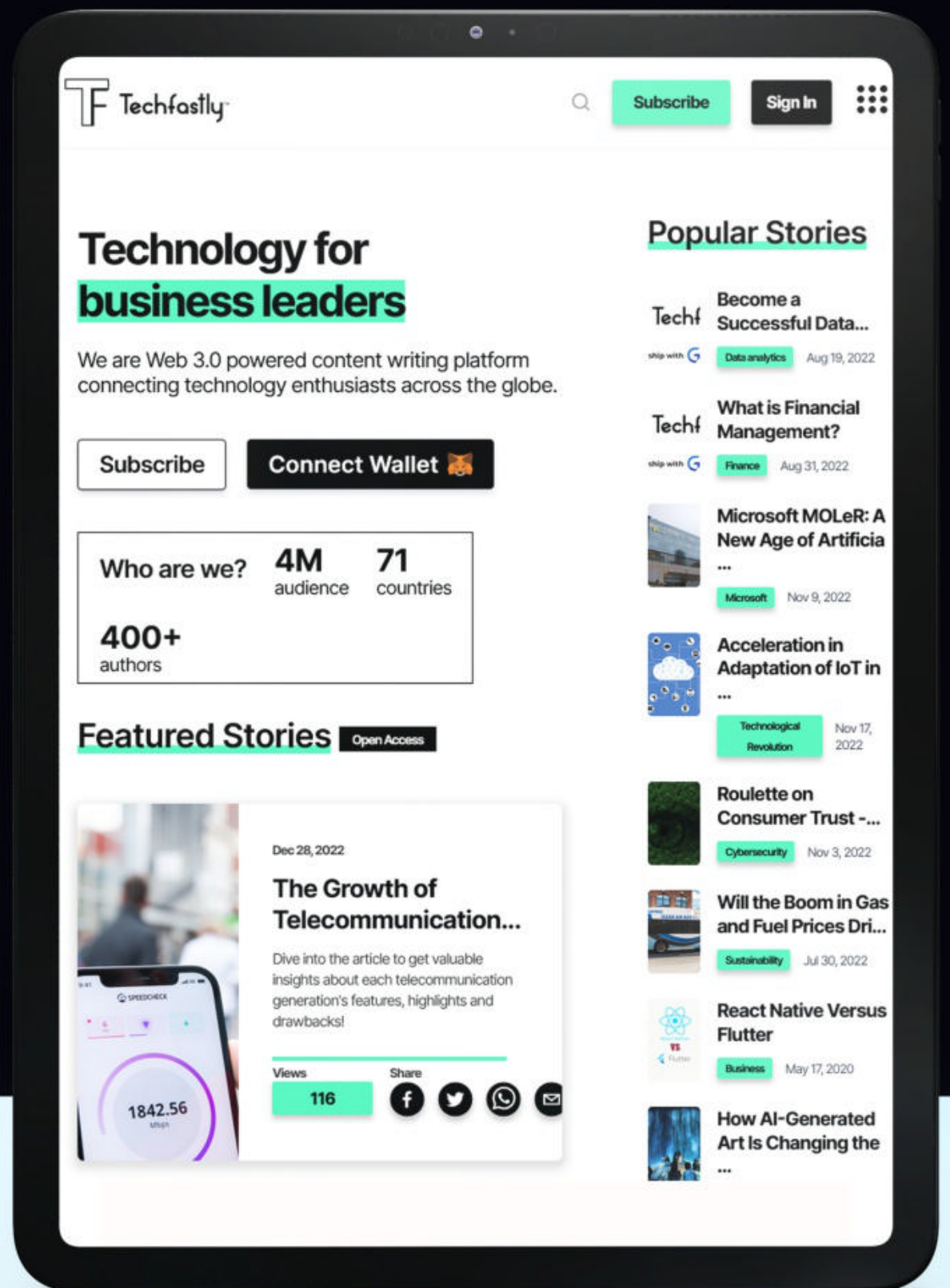
By: Aftab Alam

P-66 Analyzing IDC's top 10 predictions for the future of connectedness

By: Bhumika Dutta

P-88 Evaluating The 2022 Interior Design Trends by Clever: What To Expect For 2023?

By: Ragini Agarwal



P-23 Did the top healthcare predictions for 2022 come true? Let's evaluate them.

By: Swarnendu Acharjee

P-47 A Seismic Shift in The Ever-Changing Dynamic of The Cyber World of The Financial Industry

By: Randrita Sarkar

ANALYZING THE TOP 10 IT PREDICTIONS

Aftab Alam

IDC study presented the top ten projections and major drivers for the IT sector over the next five years. It focuses on the mid and long-term difficulties that corporate IT teams confront as they identify, create, and control the technologies necessary to prosper in a digital-first world.

Digital is now a permanent, but dynamic, a fixture in our world, and the IT and communications sectors will be among the most altered in the next years. CIOs must create procurement, development, and operations teams that correspond with as-a-service and outcomes-centric technology delivery models, while ICT providers' main responsibility is to assist organizations in sharing, using, governing, and increasing the value of data." — Rick Villars, group vice president, Worldwide Research at IDC.

In this post, we'll look at the Top 10 IDC predictions and see whether they turned out to be true or not. We will grade the predictions as A - Accurate Prediction, B - Prediction was neither accurate nor inaccurate, or C - Prediction was inaccurate.

PREDICTION 1

By 2024, digital-first enterprises will have shifted 70% of all tech and services spending to as-a-service and outcomes-centric models, enabling empathetic customer experiences and resilient operating models.



Several variables contribute to the emergence of digital transformation. Among these is the COVID-19 epidemic, which has significantly raised the digital transformation tempo in enterprises around the world in 2020. Other factors that contribute include customer demand and the necessity to compete. Overall, using digital transformation technologies makes firms more agile in responding to changing market trends and boosts innovation, making them more robust.

Below provided is the estimated spending on digital transformation and services, as it is seen that the

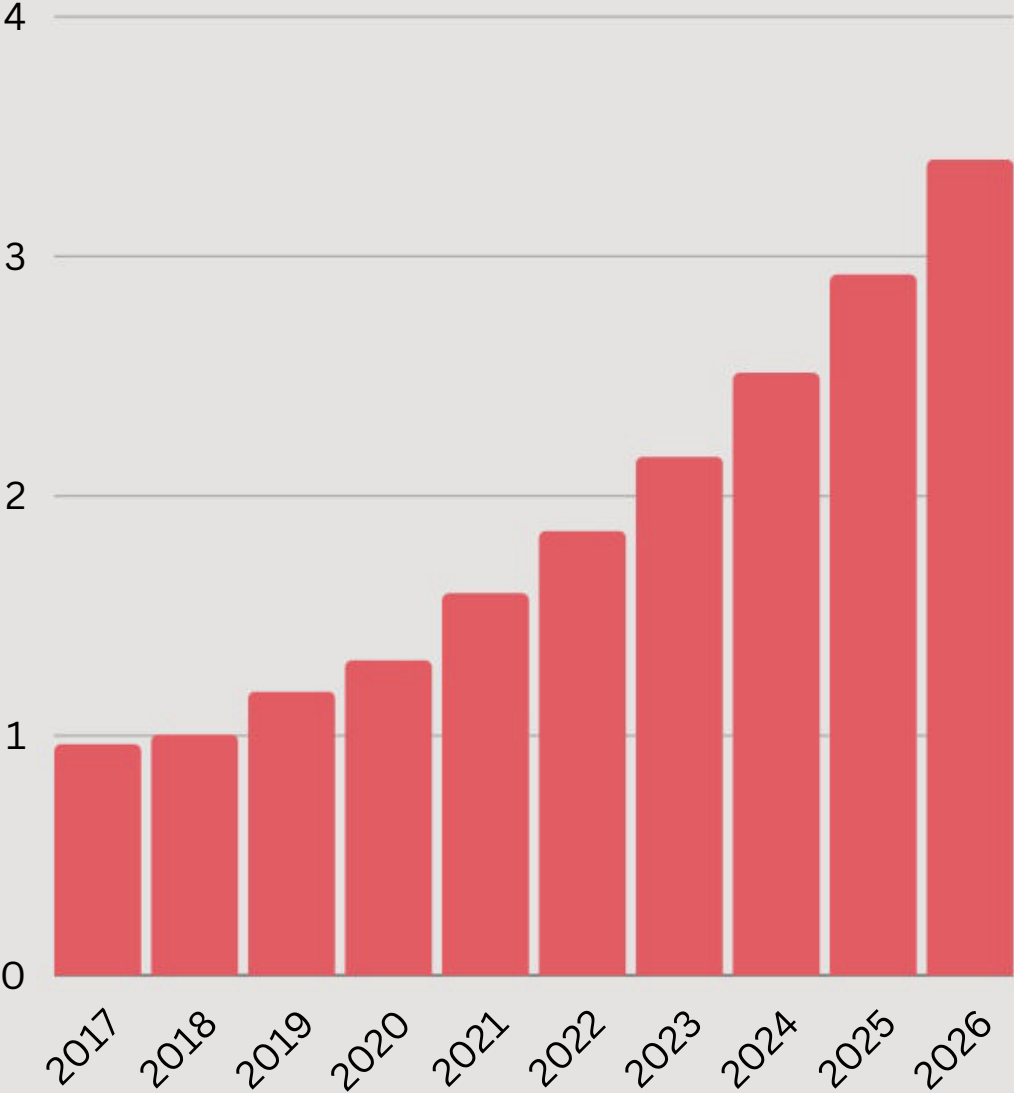


Figure 1: Spending on digital transformation technologies and services worldwide from 2017 to 2026 (Source: Statista)

Hiring people with the required technological capabilities for today's digital environment, which 34% of respondents named, is on par with infrastructure upgrades in terms of expenditure priorities, as is developing new product and service lines of business, which 34% highlighted. The labour shortage is a recurring yet crucial issue. Companies will need to lift their game as they compete by acquiring individuals knowledgeable in in-demand job categories such as data, cybersecurity, and new trends. In 2023, software knowledge, especially development abilities, will play a bigger role in the channel's standard workforce demands. However, spending considerations are not limited to the technical staff.

Channel Firm Spending Priorities

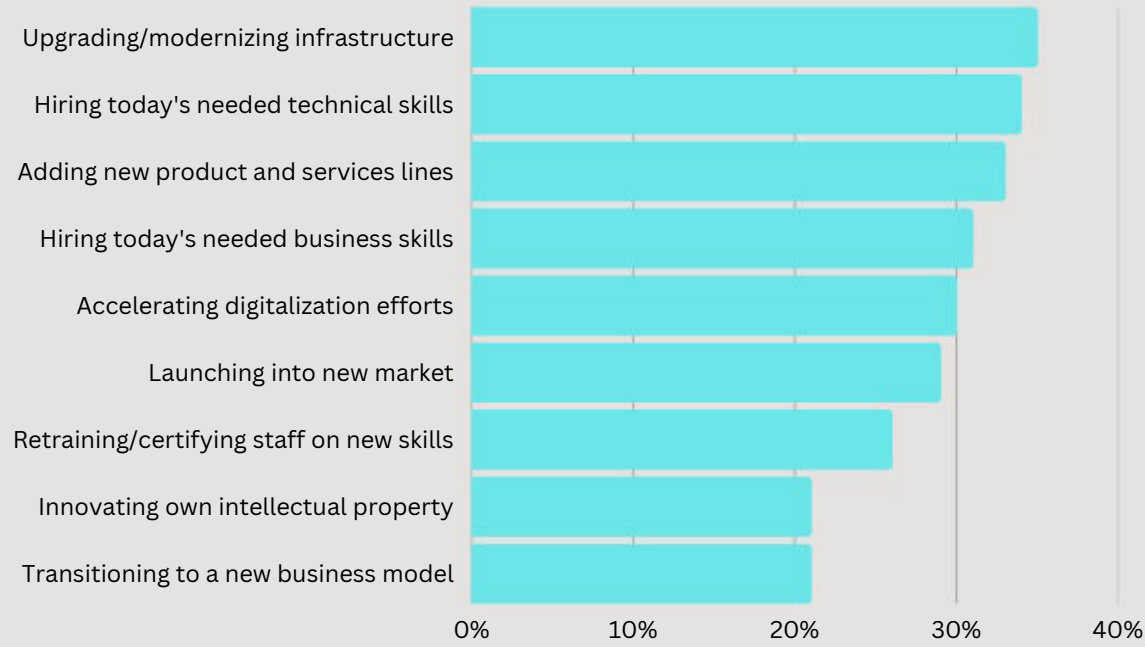


Figure 2: Channel Firm Spending Priorities (Source – Comptia)

Thirty-one percent of channel organizations stated they would invest in the coming year to find talented sales and marketing workers. This would include sales representatives skilled at selling services and consulting contracts, as well as marketing experts who are knowledgeable in social media and other omnichannel methods of consumer communications. This demonstrates that there is still time for organizations to transition 70% of all technology and services investment to as-a-service and outcomes-centric models. Considering the current scenario, I'd give this prediction a C.

PREDICTION 2

By 2023, 40% of the G2000 will have redesigned their cloud selection procedures to prioritize business objectives above IT needs, placing a premium on access to service providers' portfolios from device to edge and data to the ecosystem. The most essential IT operational problems for IT businesses will be managing, optimizing, and safeguarding heterogeneous cloud resources and data types.



The 2020 pandemic compelled many businesses to shift most of their operations to the cloud, enabling employees to work from home, sign up for new SaaS services, launching or expand new eCommerce storefronts. While this abrupt transition served to preserve employee safety, ensure company continuity, and recoup some capital lost due to reduced foot traffic, it posed various security and data protection challenges.

Since cloud environments are linked, if an intrusion occurs, it could spread like wildfire. The ease of accessibility of the cloud attracts those with malicious intent; Hyperjacking, DoS assaults, and hypervisor infections are some of the most common cyberattacks in the cloud environment. Not only business behemoths are in danger of being hacked. Even if they feel they can operate beneath the radar, small to medium-sized firms are vulnerable to cybercrime.

More than 70% of small firms have been hacked, and many do not recover.

According to the National Cyber Security Alliance,

Considering the significance of the cloud and the need to secure data, this prediction receives an A.

PREDICTION 3

By 2023, 80% of organizations will manage, optimize, and safeguard scattered resources and data using AI-assisted, cloud-linked governance services.

NEARLY FOUR OUT OF EVERY FIVE COMPANIES CONSIDER AI TO BE A MAJOR PRIORITY IN THEIR BUSINESS STRATEGY. *ACCORDING TO FORBES*

A staggering 83% of businesses say that incorporating AI into their company plans is a major priority. Two of the most common applications of AI in business communications are automated emails and chatbots.

Year	Revenue
2018	\$10.1 billion
2019*	\$14.69 billion
2020*	\$22.59 billion
2021*	\$34.87 billion
2022*	\$51.27 billion
2023*	\$70.94 billion
2024*	\$94.41 billion
2025*	\$126 billion

FIGURE 3: AI SOFTWARE MARKET'S GLOBAL ANNUAL REVENUE (2018–2025)
(SOURCE -EXPLODINGTOPICS)

We can see that the AI market's revenue has increased by a stunning 50% since 2021, which demonstrates that businesses are eager to include AI in their business plans.

In 2015, merely 10% of organizations used or planned to implement AI in the near future. Between 2015 and 2019, the number of businesses utilizing AI services grew by 27%. By 2019, this figure had surged to 37%.

According to Gartner



The data presented above demonstrate that the prediction is highly accurate. As a result, I will give it an A.

PREDICTION 4

By 2022, adopting integrated as-a-Service bundles in security, cloud platforms, virtual workspace, and connectivity will have redistributed 40% of large enterprises' IT budgets.



SAAS APPS

account for 70% of overall enterprise software utilization. The average number of SaaS applications used by enterprises has steadily expanded in recent years.

ACCORDING TO BETTERCLOUD

Year over year, this figure has climbed from an average of 8 apps in 2015 to 12 apps in 2016, and 16 SaaS apps in 2017. The average number of SaaS apps used per firm was 80 last year. By 2025, it is expected that 85% of software used by businesses will be SaaS.

75%

India's SaaS industry has risen by about

ACCORDING TO NASSCOM

(NATIONAL ASSOCIATION OF SOFTWARE AND SERVICE COMPANIES)



The data presented above demonstrate that the prediction is highly accurate.

As a result, I will give it an A.



PREDICTION 5

Industry leaders facing systemic or mandated transitions in the coming decade will triple IT spending for new environments by 2026, but will struggle to achieve the required 6x gains in IT operational efficiency.

With the advent of new technologies such as 5G, electric cars, blockchain, web 3, and so on, industry leaders are investing more in these cutting-edge technologies. Since the first Industrial Revolution, businesses have been more productive.

The Fourth Industrial Revolution is now being driven by digital transformation, and 5G-enabled technology combined with mobile edge computing and big data analytics might boost productivity.

5G has the potential to boost company efficiency, especially when paired with other technologies.

Retailers may give consumers individualized in-store experiences by allowing them to access product information securely and immediately through augmented reality (AR) apps on their mobile devices. Because the characteristics of 5G include decreased latency and improved bandwidth, all of which are required for a pleasant AR experience, the upcoming network plays a key role in improving the consumer experience. Providing that experience digitally releases personnel to handle tasks that aren't readily automated.

HOWEVER, SUCH ADVANCED TECHNOLOGIES ARE JUST THE BEGINNING. I FEEL THE PREDICTION IS CORRECT, AS IT WILL NOT YIELD 6X PROFITS INSTANTLY. AS A RESULT, IT RECEIVES AN A.



Forbes Global 2000 rates the world's top corporations based on four metrics: sales, profitability, assets, and market value. Market volatility has reduced the minimum market value to be considered for the 2022 list to \$7.6 billion, down from \$8.26 billion in 2021, while the minimum for all other measures has increased over the previous year.

The companies in 2022 Global 2000 collectively generated \$47.6 trillion in sales, \$5.0 trillion in profits, \$233.7 trillion in assets, and \$76.5 trillion in market capitalization.

PREDICTION 6

BY 2024, 70% OF THE G2000 WILL BENEFIT TWICE AS MUCH FROM TECHNOLOGY INVESTMENTS THAT AUGMENT EMPLOYEE AND CUSTOMER ACTIVITIES AS THOSE THAT AUTOMATE INDIVIDUAL PROCESSES.

On the 2022 list, 58 countries are represented, with The United States leading with 590, followed by China/Hong Kong (351) and Japan (196).

According to Forbes data, the market has been trending downward since 2021. In this scenario, the prediction is completely false. As a result, it receives a C.



PREDICTION 7.

By 2024, 70% of the G2000 will benefit twice as much from technology investments that augment employee and customer activities as those that automate individual processes.

ACCORDING TO CAPGEMINI RESEARCH INSTITUTE

"potential exposure to extraterritorial legislation" is a big risk in the current cloud environment for 69% of organizations. Similarly, when businesses choose a public cloud platform provider, sovereignty-related factors such as the availability of local/regional data centers become increasingly relevant. As a consequence, more than 80% of businesses think cloud sovereignty will grow in importance."

The COVID-19 epidemic has increased cloud use. In an unprecedented business climate, cloud services have proven critical to remote workforce cooperation and productivity, disaster recovery, cost management, agility, resilience, and corporate continuity. However, as cloud usage has grown, we have seen a change in cloud notions, particularly regarding its impact on "sovereignty" issues such as the requirement for data to be regulated by the laws of the country/region in which it is collected or processed.



Cloud sovereignty is now being pushed both outside, by legislation, and within, by organizations' need to govern their data. The great majority of organizations (71%) think that cloud sovereignty will be used to guarantee regulatory compliance or to provide controls and transparency over their data (67%). Furthermore, more than half (52%) of businesses plan to integrate sovereignty into their overall cloud strategy in the next year. Companies, on the other hand, are increasingly limiting cloud sovereignty to data localization, with 43% of firms focusing on keeping their data inside their desired jurisdiction (usually national/regional limits), regardless of whether the cloud provider is of local origin. Only 14% define cloud sovereignty as the exclusive use of cloud providers located in the same legal jurisdiction and retaining data inside a nation's or area's boundaries.



As a result of regional variances in data privacy, security, and placement/use/disclosure regulations, organizations will be forced to rebuild their autonomous data governance procedures. As a result, this prediction receives an A



With hybrid work becoming more prevalent, some workers will be required to return to the office at least part of the time; therefore, businesses will invest in technology to make the in-person work environment safer and more productive.

PREDICTION 8.

By 2023, half of the G2000 will devote half of their new technology hardware/connectivity investment to modernizing and reimagining in-person experiences for customers and staff in their own sites.

BY 2025,
90% of new commercial constructions/renovations will integrate smart facility technology enabling flexible workspaces and sustainably increasing occupant experiences and operational performance.

**According to IDC's Future of Work forecast
(a distinct sub-list from its main IT forecasts)**

The hybrid shopping trend (clicks-and-bricks purchasing, if you will) implies customers are gradually returning to shops, similar to how hybrid work accommodates workers' return to the workplace. After almost two years of focusing online, this necessitates investments in technology to enhance the consumer experience in physical locations. According to NPD retail researcher Beth Goldstein, this hybrid online/in-person customer behaviour will continue next year.

"Consumers will revert to some, but not all, of their pre-pandemic habits, and the level or frequency with which specific behaviours will be repeated will vary."
"This new convergence of habits will shape Christmas season purchases as well as consumer spending in 2022,"

Beth Goldstein | NPD Retail Researcher

Thus, this prediction gets an A.



PREDICTION 9

By 2025, 60% of the G2000 will have Digital Sustainability teams charged with reviewing, certifying, and coordinating the usage of ICT providers' business and IT sustainability data and analytic platforms.

There are

38 MILLION

recorded e-conferences, up from 18.3 million in 2020.

Directly boosting the capacity to work from home.

The total was just **3.5 million** in 2018/19

Thus, this implies a tenfold rise.



The Greening Government ICT yearly report captures significant data on progress on this issue in the form of carbon footprint, end-of-life, policy, and strategy data. Here's some information on this year's statistics.

In 2021,

1.58% of ICT resources were documented as going to waste, up from **0.78%** in 2018/19. Almost every department sends zero waste to the dump. The percentage of products reused (+43%) or recycled (+30%) has grown dramatically, indicating superior end-of-life management.

Strategy statements outlining proactive sustainable ICT initiatives and programs were received and signed by departmental Chief Digital Information Officers (CDIOs).

The carbon footprint of ICT and digital services has grown, but it has allowed considerably bigger savings in carbon from corporate travel and estates.



Technology will not fix every problem. Climate change mitigation will need significant behavioural and cultural changes. And we expect that major corporations will include sustainability in their everyday operations.

As a result, this prediction receives an A.

PREDICTION

10

By 2025, the value of public organizations will be based on trust in data controls for proper/effective data usage as well as financial controls, with greater spending on data-centric solutions.



Almost all workers use data to support their job frequently and naturally. Rather than tackling issues by creating lengthy—and sometimes multiyear—roadmaps, they are empowered to question how creative data approaches may solve problems in hours, days, or weeks.

Organizations are capable of making better judgments as well as automating fundamental day-to-day processes and routine decisions. Employees may now concentrate on more "human" aspects like invention, cooperation, and communication.

Employees may now concentrate on more "human" aspects like invention, cooperation, and communication.

The data-driven culture encourages constant performance improvement in order to provide genuinely distinct customer and employee experiences and to allow the development of sophisticated new applications that are not generally accessible today.

We are all aware of the importance of data. As a result, it is understood that organizations that manage data wisely will prosper.

As a result, this prediction is correct and receives an A.

CONCLUSION

That concludes the evaluation of IDC's ten IT predictions for 2022. Some turned out to be accurate, while others were incorrect. The transition to a digital-first world is not a certain conclusion. It is already underway and is causing significant changes in the IT and communications sectors. As technology becomes more integrated into every aspect of the business, from customer/employee engagement to the automation of a growing range of business operations, these changes will impact your relationships with existing technology partners while also spurring new, more strategic business-level relationships at the C-suite level.

The next five years will see an even quicker technological transformation, as well as persistent economic, political, and social turmoil. The number of technologies and digital services that must be evaluated, implemented, and managed will grow as well.





DID THE TOP HEALTHCARE PREDICTIONS FOR 2022 COME TRUE? LET'S EVALUATE THEM.

By -SwarnenduAcharjee

Healthcare

In this article, we take a look into the top healthcare predictions for 2022 by Sachin Jain, Adjunct Professor of Medicine at Stanford University School of Medicine, published on Forbes.

The field of healthcare has gone through a roller coaster ride since COVID-19 hit, making any prediction virtually impossible. As the pandemic gradually eased, columnists started making some predictions in this field.

We keep reading about new year predictions on certain topics in newspaper or magazine columns from scientists, researchers, journalists, and the like. However, we rarely look back at those articles and consider whether the predictions were correct.. I have evaluated these predictions and ranked them A, B, or C, wherein, A means accurate, B means neither accurate nor inaccurate, and C means inaccurate.

PREDICTION¹

Federal Trade Commission (FTC) and Department of Justice (DOJ) will take over the healthcare merger issue.



Years following the pandemic have seen a lot of mergers in various industries. Economic woes have prompted companies to do strategic mergers, and the health industry is no different. However, mergers in the health industry pave the road to monopolization, which is detrimental to healthcare affordability. In this context, the writer of the article, Sachin H Jain, predicts that the FTC and DOJ will step up to ensure such a situation does not happen.



A press release by FTC earlier in 2022, titled "Federal Trade Commission and Justice Department Seek to Strengthen Enforcement Against Illegal Mergers", definitely makes a point that the

FTC has taken cognizance of the merger problem. There is a series of steps taken by the FTC to oppose healthcare industry mergers, making it evident that it is quite active on the issues.

In February 2022, it took efforts to block the merger of Lifespan and Care New England Health System because it would lead to costly but low-quality care in Rhode Island.

METRIC 2.1.1:TOTAL CONSUMER SAVINGS AND OTHER MEASURABLE BENEFITS GENERATED BY ANTITRUST ENFORCEMENT.

DESCRIPTION: THIS METRIC REPORTS THE ESTIMATED AMOUNT OF MONEY THAT THE COMMISSION SAVED CONSUMERS BY TAKING ACTION AGAINST POTENTIALLY ANTICOMPETITIVE MERGERS AND BUSINESS CONDUCT. THE NUMBER REPORTED IS A FIVE-YEAR "ROLLING AVERAGE" (AVERAGE OF THE CURRENT YEAR AND FOUR PRIOR YEAR TOTALS).

FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Actual	FY 2022 Target	FY 2022 Status
\$3.76 billion	\$4.87 billion	\$2.68 billion	\$2.77 billion	\$3.11 billion	\$2.4 billion	

Moreover, the article and metrics taken from FTC FY 2022 Agency Financial Report show that not only have they taken steps against the biggest mergers, but also exceeded their targets.

We can see a better performance in FY 2022 compared to 2020 and 2021.

THE PREDICTION RANKS' A'.

2

PREDICTION :

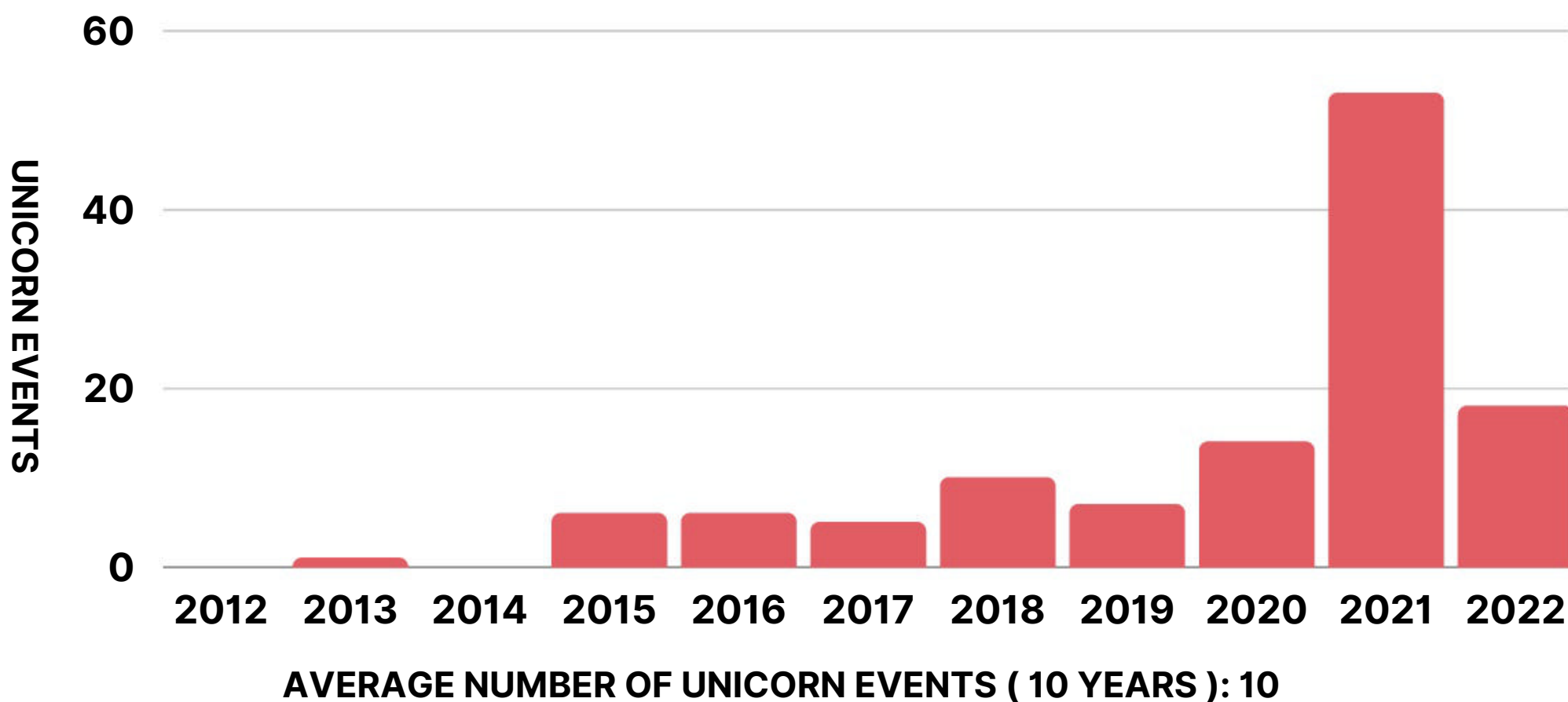
Healthcare unicorns will face severe competition, and the fittest will survive.

To understand the valuation game of companies, I referred to a video posted by Aevy TV on YouTube, which explains a similar phenomenon in the fast commerce segment in India. It explains how, to gain valuation, companies are flaunting the sample size or value of expenditure per person rather than the actual prospect of business expandability. The writer predicts that

there will be a time when only those companies that can expand their business and stay ahead of the competition will survive.

Let's take a look at the number of health tech unicorns formed per year.





2021 saw 53 unicorns in the healthcare industry, but we see a considerable dip to 18 in 2022. The average funding raised by a company till it became a unicorn has also come down by 26%.

However, looking at the graph, there isn't a proper pattern that can substantiate the conclusion that healthcare unicorns are indeed losing the valuation race. Although the theory is correct,

Since 2010, 20 companies have exited the unicorn club, and since the number doesn't include Mergers and Acquisitions or IPOs, the number should be much less.

and we saw a considerable dip this year, more data is needed to judge the prediction as growth and drops have kept happening on a yearly basis, and this might be no different.

The prediction ranks B.



3 PREDICTION :

Companies will rush toward establishing primary health infrastructure.

Many discussions are going around the development and promotion of primary care. An article by Yasin Chaudhary (Indian Administrative Service officer and in charge of National Health Mission in Jammu and Kashmir) in Yojana development magazine by the Indian government reads

The article portrays the need and importance of primary healthcare while making evident the inadequacy of the same. Several similar reports from WHO and OECD have mentioned the importance and way forward with primary healthcare.

"we have overcrowded secondary and tertiary points of care, which are struggling with a heavy footfall of patients, around 40% of which otherwise can be very well dealt with at the primary level"



**THE
PREDICTION
RANKS
B.**

However, ground-level implementation of such policies is yet to be seen in developing countries like India. Whereas, in developed countries, brands like Walmart and Amazon are setting up primary care centers; this essentially means that there is no uniformity around the world. Only the data from the US shouldn't be considered for evaluating a worldwide prediction.

4 PREDICTION :

Healthcare organizations and tech companies will collaborate to stop the spread of misinformation.

There are several theories and research on the aspect of collaboration in stopping misinformation about healthcare and its need in today's world. But, shreds of evidence of such projects working on ground can't be found.



Moreover, we have seen the misinformation campaigns by WHO during the COVID-19 pandemic. WHO website provides information on the various efforts taken by the organization itself to stop the spread of misinformation-from collaborating with platforms to flag misinformation to working with social media companies to change their policy guidelines. However, healthcare companies at large have yet to make any such efforts.

***THE
PREDICTION
RANKS***

C.



5 PREDICTION :

Tech revolution by using AI/ML in diagnostics.

It goes without saying that AI/ML has the potential to cause disruption in every industry.

A RECENT STUDY BY INTEL AND PENN MEDICINE HAS REVEALED THAT PRIVACY-PRESERVING

AI TECHNIQUES CAN IMPROVE CANCEROUS BRAIN TUMOUR DETECTION BY 33%.



However, there is a catch—despite the wonders in diagnosis that AI/ML promises to deliver, we have yet to see them in use. An article by Sharon Fisher lists a few reasons like regulatory barriers, legacy systems and slower cultural acceptance that hamper the large-scale and rapid adoption of the technologies. The US government accountability office has released a report on

"ARTIFICIAL INTELLIGENCE IN HEALTH CARE: BENEFITS AND CHALLENGES OF MACHINE LEARNING TECHNOLOGIES FOR MEDICAL DIAGNOSTICS"



According to the report, not only does the study recognizes the potential benefits and advantages of using AI/ML technologies, but also highlights that they have not been widely adopted.

THE PREDICTION RANKS C.

HEALTH INSURANCE

- EMERGENCY
- CASH ADVISORY
- COVERAGE
- BENEFITS
- TREATMENT
- RISK ADVISORY
- ACCIDENT
- DISEASE
- PROTECTION
- MEDICAL TREATMENT
- FINANCIAL BENEFITS
- DISEASE COVERAGE
- FIRST AID
- MONEY MANAGEMENT
- EXAMINATION

34 | Jan 2023

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6

PREDICTION :

Healthcare workers will face less burnout, less cynicism, and more appreciation.

The writer writes this in a hopeful tone, where he mentions that he has not made this prediction based on logical facts but hopes for a better year for healthcare workers. Consequently, actual facts and figures contradict him.

An article in PubMed mentions that

Shanafelt et al. observed an incidence of symptoms of burnout of 37.9% in physicians compared to 27.8% in the control population.



There are multiple reports and articles highlighting the woes of healthcare workers and that they need better work conditions.

Exploring more on the issues reveals more of these disheartening news articles regarding healthcare. Across India, assaults are a recurring incident.

Kerala has seen more than 137 cases of brutality on doctors, and recently, a doctor at SSKM Hospital in Kolkata was beaten up by the relatives of a dead patient.

**THE
PREDICTION
RANKS**

C.





7 PREDICTION :
The talk about health equity will continue, but we won't see a substantial change.



Equality means giving everyone an equal opportunity, but this is not always ideal, as, through this, the resourceful person gains more resources while the one with nothing might not get enough. Equity is a concept that believes in giving everyone the opportunities per their need to provide a fair playing field."



Talks about health equity have been going on for years, but we have yet to see a way ahead, and ***Covid specifically exposed the cracks in healthcare systems. Where underprivileged people couldn't get beds in hospitals, well-off people paid extra because they could afford it.***



Nearly 30% of Indians and 43% of Americans either don't have or have inadequate health insurance coverage schemes.

*The inequality is also rooted in a country's development status wherein, **in India, 75% of the population has to pay out of their pocket and is not covered by any schemes, but in America, it's 8-9%.***

**THE
PREDICTION
RANKS** **A**

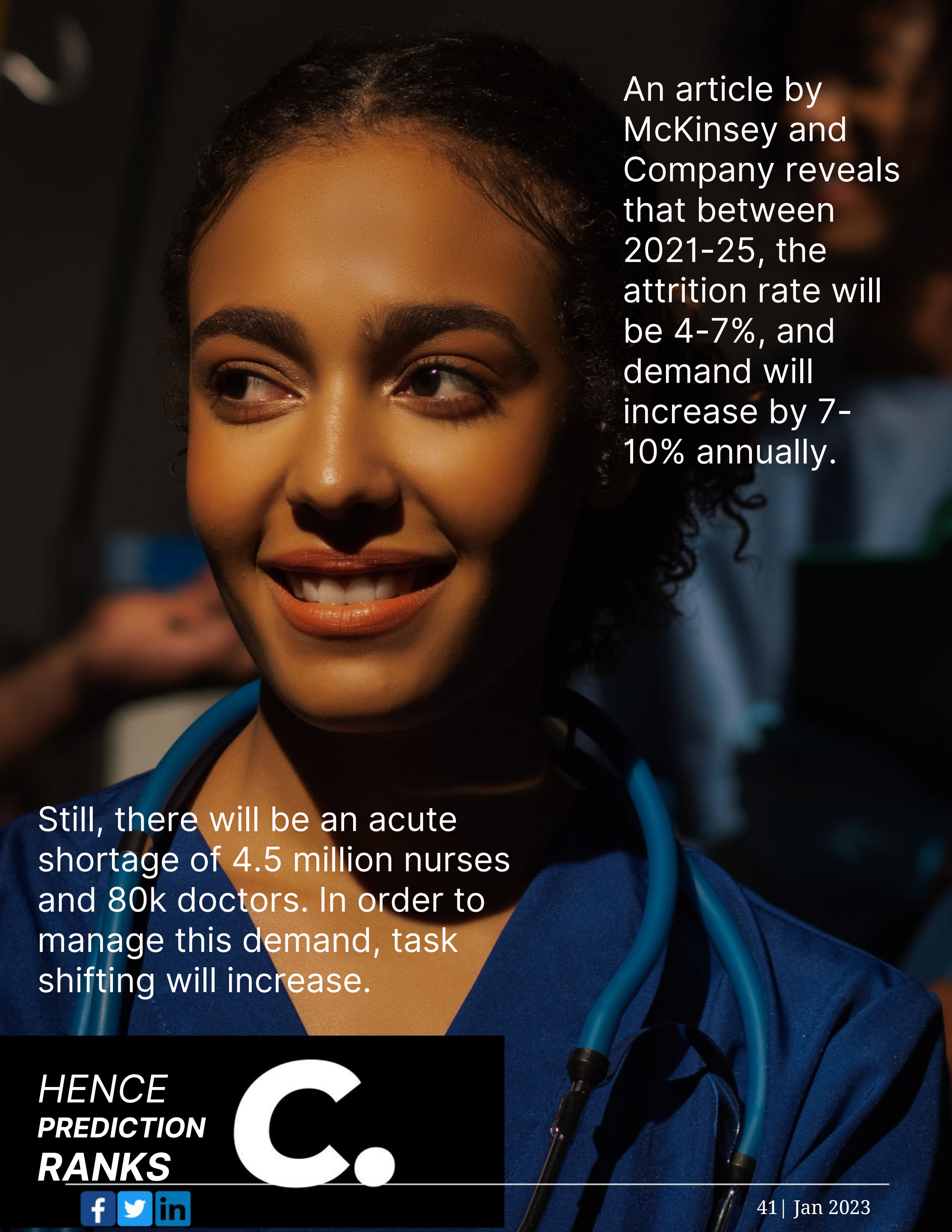


Task shifting refers to a situation where to save costs, companies hire less, and the tasks of designated people get shifted to their subordinates.

8

PREDICTION :
**Steps will be
taken against
task shifting**

FOR EXAMPLE, TASKS ASSIGNED TO SPECIALISTS ARE DONE BY THE GENERALISTS; SIMILARLY, TASKS OF GENERALISTS ARE DONE BY NURSES, AND SO ON. DEMANDS ARE RISING, BUT THERE IS AN ACUTE STAFF SHORTAGE



An article by
McKinsey and
Company reveals
that between
2021-25, the
attrition rate will
be 4-7%, and
demand will
increase by 7-
10% annually.

Still, there will be an acute
shortage of 4.5 million nurses
and 80k doctors. In order to
manage this demand, task
shifting will increase.

**HENCE
PREDICTION
RANKS**



9

PREDICTION :

Debates on Medicare Advantage will continue

The author was correct when he said the debate will rage on through 2022 to 2023 because even as I write this article, there is an article as latest as 2 hours ago that reads,

"IT'S TIME TO END THE MEDICARE ADVANTAGE SCAM":

The writers of the article say that in the name of Medicare Advantage, private companies trick the beneficiaries into enrolling and then deny them coverage. On the other hand, a KFF article mentions that Medicare Advantage coverage is rising.

*HENCE
PREDICTION
RANKS* **A**





Medicare is popular, but Medicaid has been long ignored. The writer optimistically writes that stakeholders will come up and help Medicaid become a success because it serves a more critical section of society.

10

PREDICTION :

Companies will come up to support Medicaid.



However, the latest news suggests that more than 18 million people can lose Medicaid coverage once Public Health Emergency ends next year. Multiple news outlets have covered the issue. Considering the above news, optimism regarding support for Medicaid can be ruled

**HENCE
PREDICTION
RANKS**



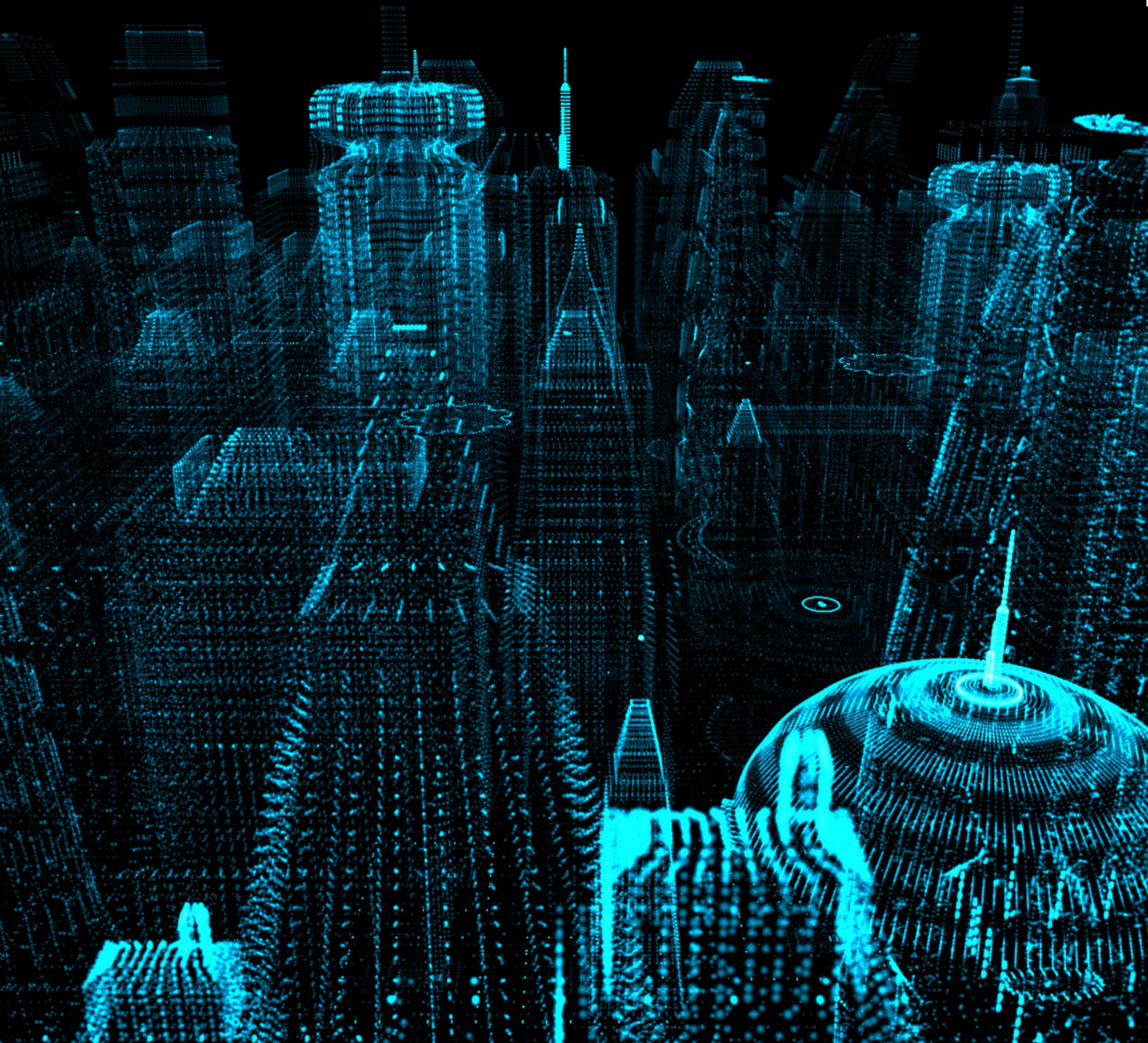


END NOTE:

Although all the predictions were not spot on, we do see significant development regarding some of them. The pandemic has caused a massive disruption in how things work, and the world has yet to recover from it. The path to recovery is hard, but we can be optimistic on the grounds that things will finally be better someday since change is the only constant.

A Seismic Shift in The Ever-Changing Dynamic of *The Cyber World of The Financial Industry*

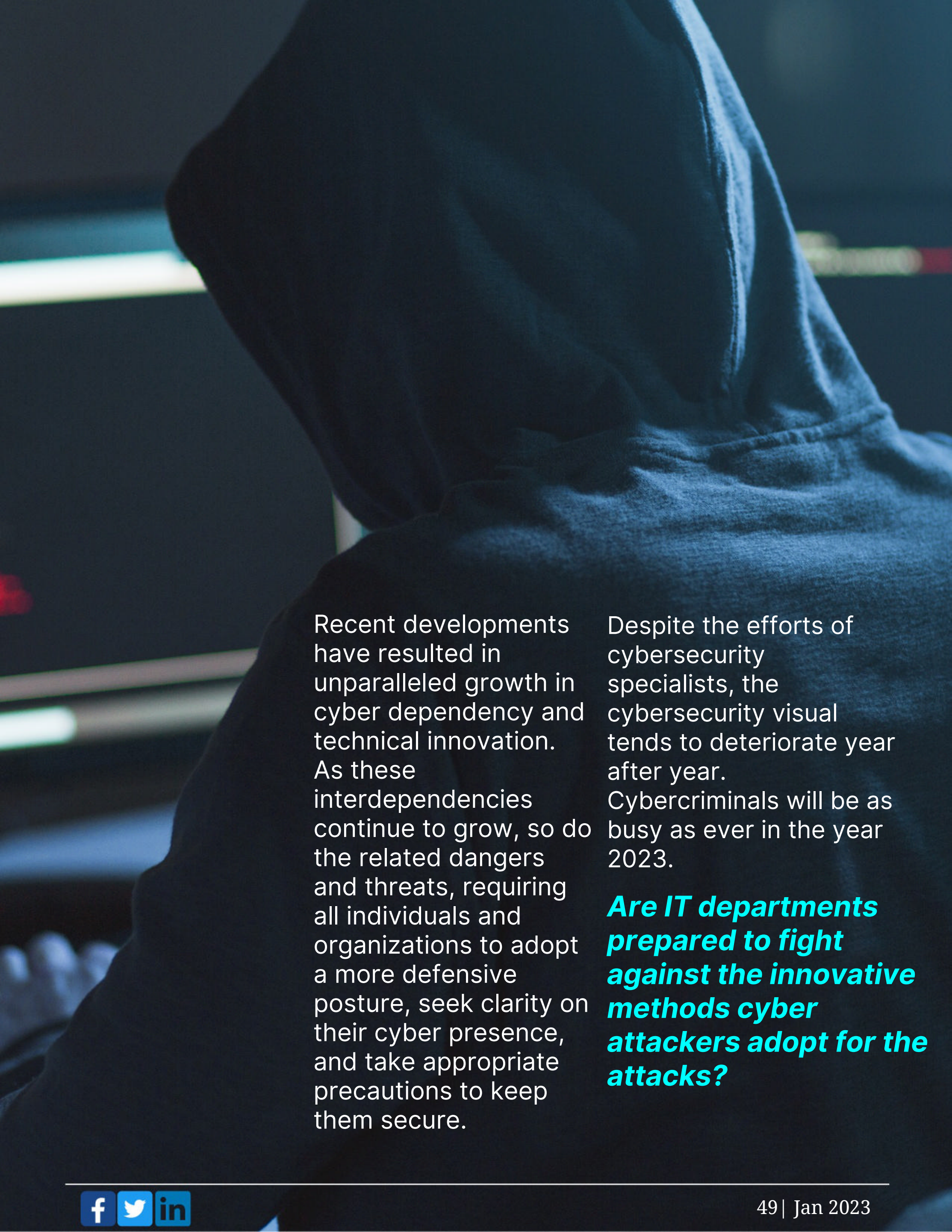
By Randrita Sarkar





"The rise of supply chain threats and escalating ransomware attacks are the most pressing cyber challenges the international community needs to address. Business leaders must consider cybersecurity as a risk management issue and balance the trade-offs between security, usability and cost at the Board or C-suite level."

David Koh, Commissioner of Cybersecurity and Chief Executive, Cyber Security Agency (CSA), Singapore



Recent developments have resulted in unparalleled growth in cyber dependency and technical innovation. As these interdependencies continue to grow, so do the related dangers and threats, requiring all individuals and organizations to adopt a more defensive posture, seek clarity on their cyber presence, and take appropriate precautions to keep them secure.

Despite the efforts of cybersecurity specialists, the cybersecurity visual tends to deteriorate year after year. Cybercriminals will be as busy as ever in the year 2023.

Are IT departments prepared to fight against the innovative methods cyber attackers adopt for the attacks?

IN 2023

cybersecurity will remain at the top of the list of CIO concerns. This is expected considering the terrible landscape of cybercrime.

There were 2.8 billion worldwide malware attacks and 236.1 million ransomware attacks in the first half of 2022. [Data Source: Techrepublic].

In a recent study of 350 chief technology officers, chief information officers, and IT directors conducted by IEEE, 51% of respondents mentioned cloud vulnerability as a key concern (up from 35% in 2021), and 43% cited data centre vulnerability as a top concern (up from 27% in 2021).



*Other **issues that affect cybersecurity** experts include*

- *Ransomware attacks (30%)*
- *Attacks against an organization's network that are orchestrated (30%)*
- *Insufficient investment in security measures (26%)*

The background of the slide is a collage of financial market data. It features a blue-toned image with various charts and numbers. At the top, there's a line chart with a jagged, sawtooth-like pattern. Below it, a candlestick chart is visible, showing price movements with green and red bars. The background is also filled with numerous numerical values, some in green and some in red, suggesting positive and negative price changes. A grid pattern is overlaid on the bottom half of the image.

2023

A PIVOTAL YEAR FOR FINANCIAL MARKET DATA?

The world of financial market data never sleeps, but 2023 is shaping to be particularly difficult for users that underlie trading and investment in all financial assets.

DIGITAL CHANGE IS INTENSIFYING

The key drivers for the paradigm shift in the financial industry are the rising popularity of cloud technology for data management, followed by a surge in the usage of AI/ML (artificial intelligence/machine learning) to extract intelligence from data. DeFi (decentralized finance), ransomware, cyber resilience, zero-trust, risk mitigation, and posture management will all be the key topics in 2023.





42%

of exchanges, trading systems, and data providers were aiming to introduce trade execution and analytics services using AI, while the rest were already delivering data products and services powered by AI.

Such a digital transformation creates serious security concerns. One of the significant advantages of digital transformation is that people may interact from anywhere. Cybersecurity must be an integral part of the process from the outset to ensure that all interactions are secure.

AN EXPANSION IN MANAGED SERVICES

Will an increase in data spending mirror the rise in data sources? According to authoritative yearly research by Burton-Taylor International consultancy, spending on market data jumped

6% TO \$33 BILLION

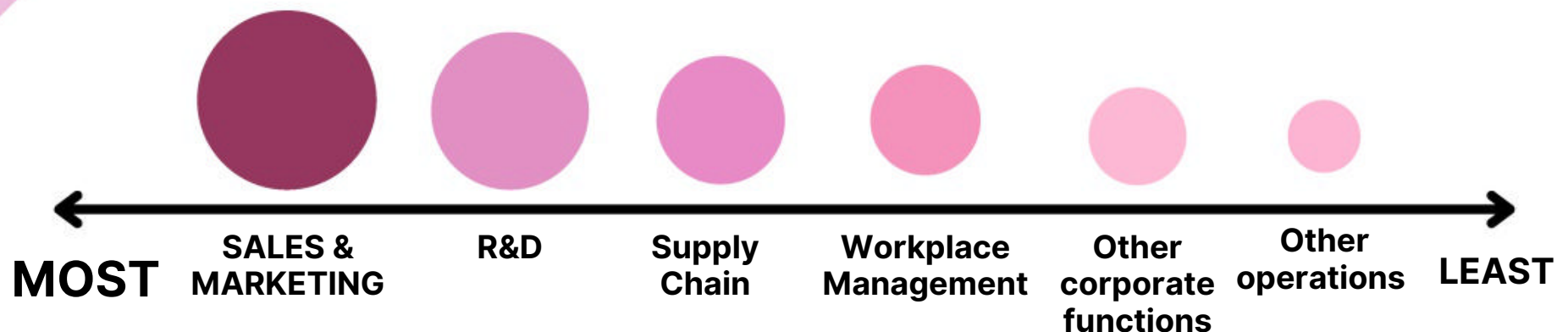
last year as remote working increased data demand.

According to B2B research company MarketsandMarkets, the worldwide managed services market is predicted to rise to

**\$354.8 BILLION IN
2026 FROM \$242.9
BILLION IN 2021.**

Organizational growth will be driven by factors such as the demand for secure infrastructure, cost, and regulatory compliance.

Change to financial industry's core business practices brought about by data and analytics, by functions



A similar tendency may be seen in the financial data sector. Simply said, putting internal resources into financial data sector will not yield a competitive advantage. Using managed services may help businesses control their vendor relationships and take a more strategic approach to acquire information services.

Nonetheless, 2023 promises to be a year of financial innovation, a chance to drive digital transformation and alleviate the myriad of possible concerns.

ANALYZATION OF CYBERSPACE OF FINANCIAL MARKET INDUSTRY

Cybercriminals are more dynamic than ever, quickly adapting to new technology, modifying their attacks using new ways, and working closely together, embracing every chance to exploit technological vulnerabilities in the BFSI sector.

More recognized or "classic" organized crime organizations, such as the "mafia," are experiencing a digital revolution in their illegal operations.

MANY UNLAWFUL "MAFIA-STYLE" ORGANIZATIONS PAY HACKERS TO HELP IN ILLICIT OPERATIONS SUCH AS EXTORTION AND DRUG TRAFFICKING.



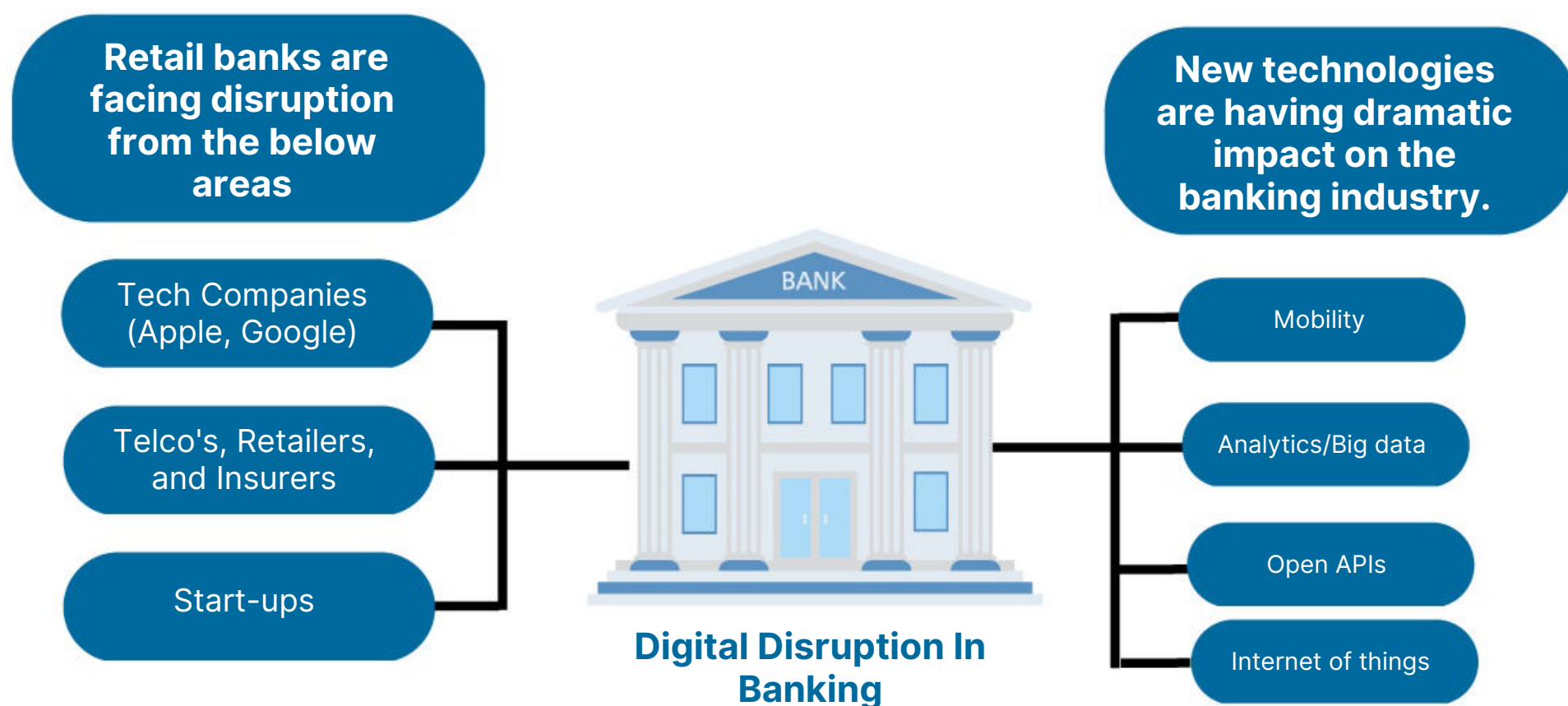
DARK WEB INTELLIGENCE

***CYBERCRIMINALS, OFTEN KNOWN AS
BLACKHAT HACKERS, MAY BE RECRUITED
TO GET ACCESS TO THE DATABASE AND
CHANGE CONSUMER ACCOUNT
INFORMATION.***

The dark web is teeming with hacking services that provide a wide range of skills, inexpensive fees, and short engagement times. Cybercriminals, often known as Blackhat hackers, may be recruited to get access to the database and change consumer account information. Prices for these services are frequently reasonable, especially where there is a risk of personal or institutional damage.



DIGITAL DISRUPTION IN BANKING



Over the last few years, digital payments in India have experienced rapid growth.

According to the RBI Annual Report 2020-21, overall digital transaction volume in 2020-21 was Rs.4,371 crores, up from Rs.3,412 crores in 2019-20, demonstrating the robustness of the digital payment system, particularly during the pandemic.

Consumers are now being given various innovative and quicker banking services as technology improvements continue to challenge established methods. Online deposits, mobile wallets, e-bill payments, net banking, mobile banking, ATM transactions, and a potential RBI-controlled cryptocurrency (if introduced by the Government of India) have all become indispensable components of the whole financial transaction process. Furthermore, with artificial intelligence at the heart of the digital banking revolution, the landscape has seen the emergence of fintech and neo-banks, improving the entire banking process and making it more comfortable for consumers.



When user understanding of the mode of operation is still low, the work becomes even more difficult. Securing online transactions in rural India while raising awareness about cyber threats will be vital factors of the Digital Banking Roadmap in 2023.

In order to meet the demand for higher precision and efficiency, banks and credit unions will progressively adopt flexible, agile, and scalable cloud computing solutions in 2023 to store data and support applied analytics. Cybersecurity strategies for cloud data will be at the forefront of this step. AI-based solutions will be widely used in the Indian banking industry by 2023.



Modern technology and digitalization have made significant inroads into the Banking, Financial Services, and Insurance (BFSI) industries. In the BFSI industry, India will move toward technology-driven and technology-influenced forms of operation by 2023. In such a case, a comprehensive plan is required, with cybersecurity playing a critical role.



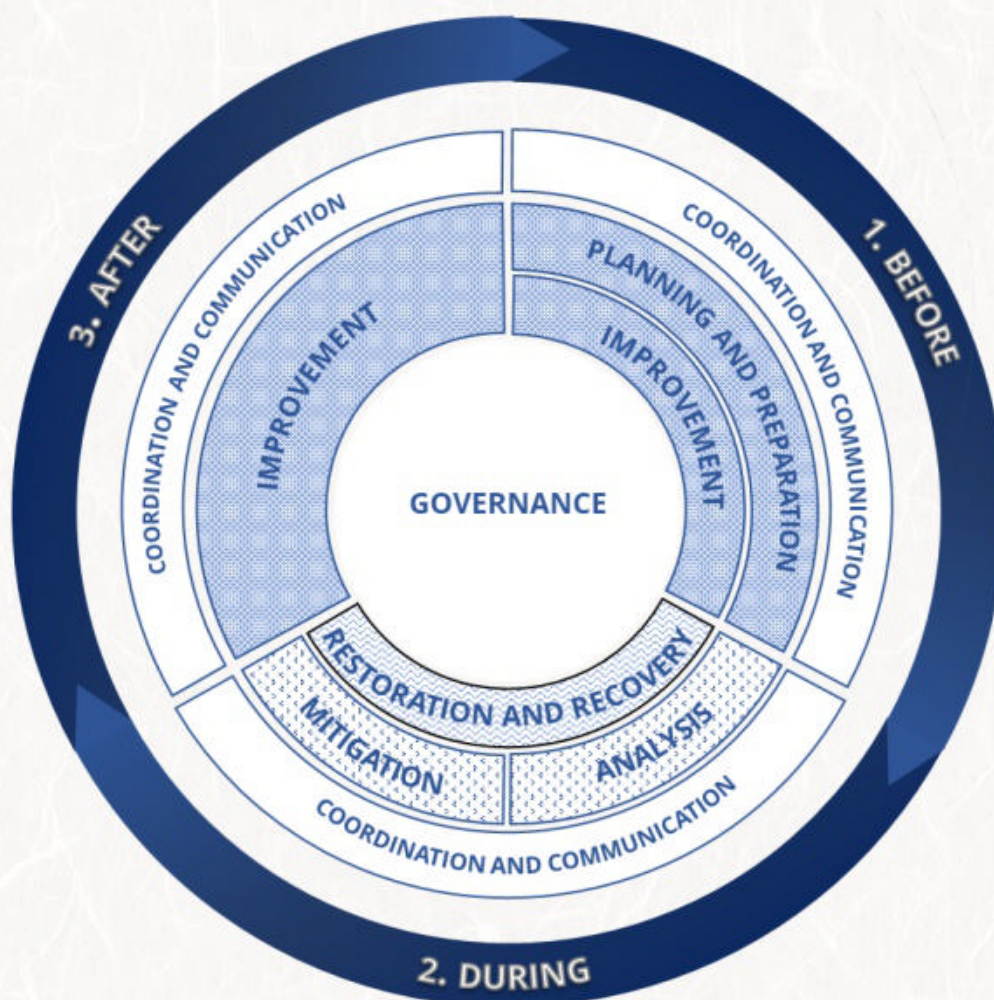
BFSI INDUSTRY: THE SHIFT TO CYBER RESILIENCE

BFSI support for cyber resilience is growing in strength and prominence. Sixty-seven percent of cyber leaders say they adopt typical cyber-resilience techniques, although they admit some inefficiencies exist. Only 19% of cyber leaders are confident in the cyber resilience of their firms. There is an apparent disparity between securing and attacking a network, and this disparity is growing as more effective hacking resources become available at a considerably reduced cost.

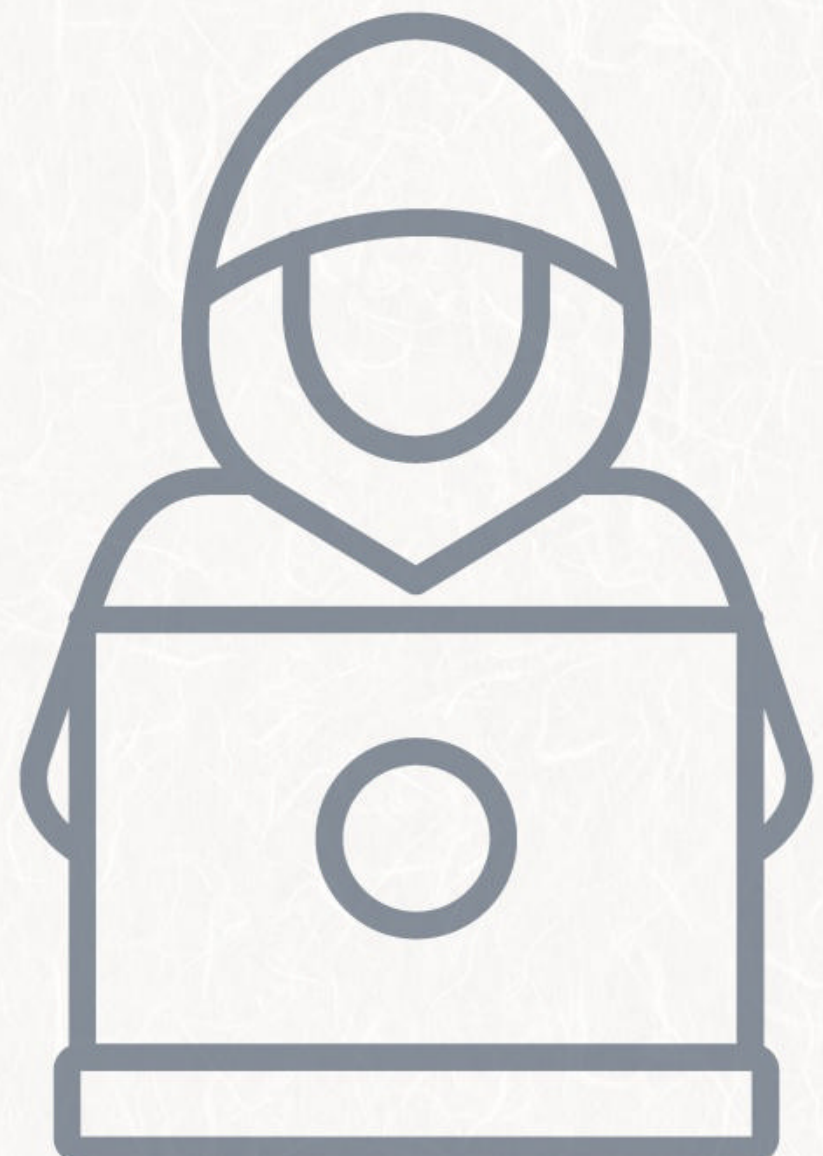
However, organizations will be more vulnerable to cyberattacks without ongoing investment and focus on cyber resilience, increasing the risk of reputational, financial, operational, and safety effects.

Financial institutions can make efforts to improve operating speed, create value from new investments, improve training and cybersecurity coordination, and work to preserve what they have.

According to Accenture's analysis, if businesses could perform at the same level as the best-skilled group in cyber security, they could lower the cost per attack by 72%.



■ = RESPONSE & RECOVERY ■ = RECOVERY ■ = RESPONSE



[Source :Financial Stability Board]

ADDRESSING THE CYBER AND BUSINESS GAP

The distance between business and security leaders is growing, placing cyber leaders in an increasingly hazardous position. Companies rely substantially on cybersecurity, yet it is not considered in organizational decisions. Because of the increasing reliance on digital technologies, most businesses' daily operations necessitate some understanding of cyber and technology hazards.

Many business leaders consider business and investment risk, whereas technology leaders consider technical risk. If business and technology leaders can agree on the same risk criteria, cyber security will be considerably stronger, and risks will be decreased.

Incorporating cyber security into organizational decisions does not necessitate the appointment of a cyber expert to the board of directors.

Develop a deep understanding of critical business operations

Translate cyber risks into business impact

Prioritizing cyber in business decisions

Elevate cybersecurity and cyber resilience in business strategy

Include security-focused executives into the corporate governance process

Executives must be prepared with enough knowledge to include cybersecurity in decision-making. Companies will continue encountering phishing, ransomware, and DDoS attacks, like in previous years. Unprotected home networks, unskilled staff, and a lack of a cybersecurity culture will pose a severe threat to enterprises unless appropriate precautions are taken





ANALYZING IDC'S TOP 10 PREDICTIONS FOR THE FUTURE OF CONNECTEDNESS

By: Bhumika Dutta

►SEARCH►TR/01►03

According to IDC, the Future of Connectedness is the ability to move data across people, things, applications, and processes in real-time to create seamless digital experiences. To keep data moving, the technological road to connectedness necessitates seamless connectivity across networks, IT systems, and the cloud. Organizations will prioritize connection investment as employees, enterprises, and customers desire digital experiences that are underpinned by pervasive, dependable, and robust connectivity.

IDC had announced its Future of Connectedness prediction for 2022 and beyond. In this article, we'll look at the Top 10 IDC predictions and see if they turned out to be true or not.

**We will rate
the predictions
as**

A - Accurate Prediction
B - Prediction was neither accurate nor inaccurate
C - Prediction was inaccurate.



PREDICTION 1

By 2023, mid-sized to big companies will shift half of their IT workforce, driving connection away from tactical legacy network maintenance operations and toward strategic business results, technological innovation, and service delivery.



According to O'Reilly's newest Cloud Adoption Study, the cloud is used by more than 90% of businesses. It also had some intriguing statistics:

- Approximately two-thirds of respondents now utilize a public cloud, while 45% use a private cloud, with the other 55% relying on conventionally maintained on-premises systems.
- In the coming year, 48% want to transfer at least half of their apps to the cloud, while 20% intend to relocate all of their applications.
- 47% are pursuing a cloud-first approach, 30% are now cloud-native, and 37% want to be cloud-native within the next three years.
- Only 5% want to migrate from the cloud to on-premises infrastructure (cloud repatriation).

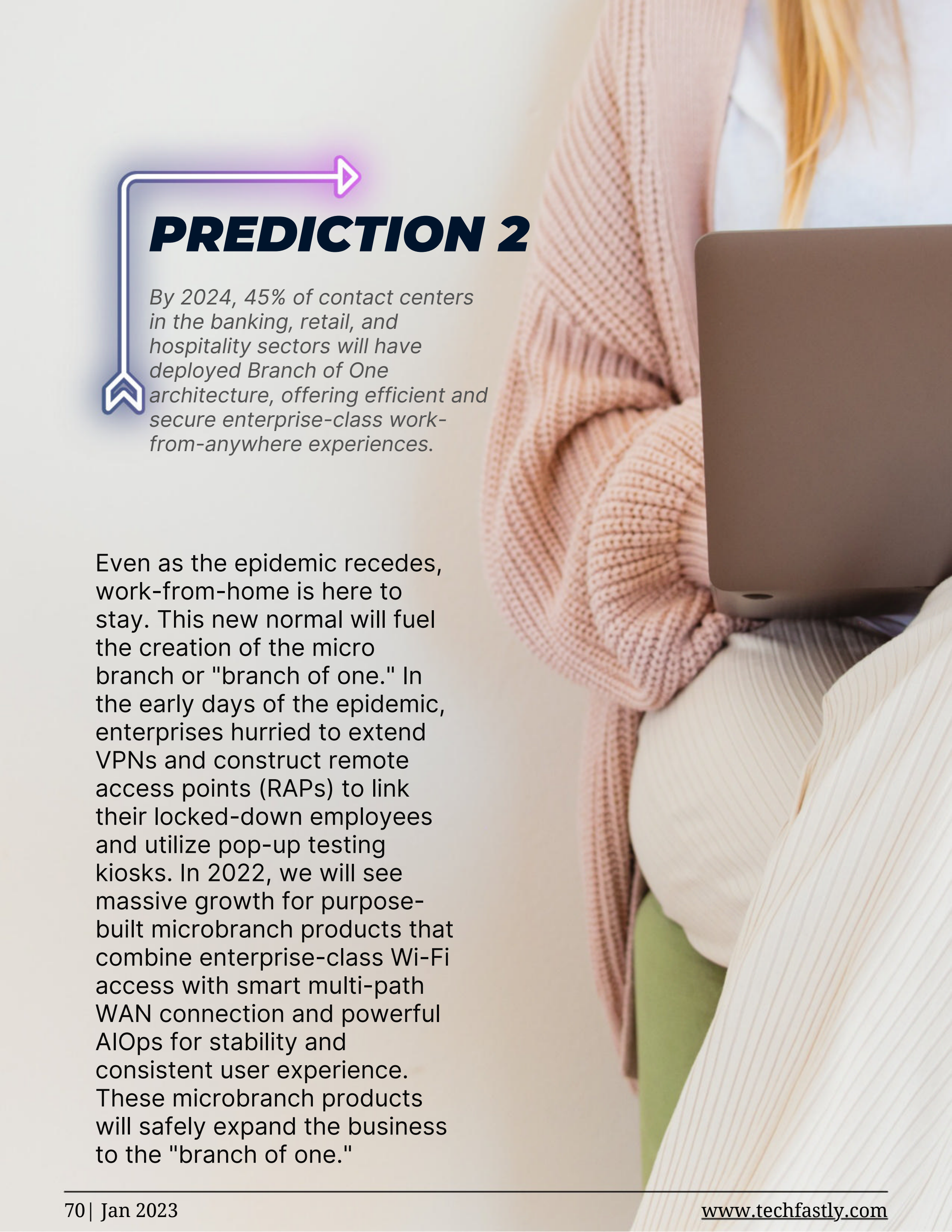
The first IDC prediction does not fit neatly into a trend area, but we feel it is more crucial to the future of cloud computing than any other prediction in this article: "By 2023, large corporations will divert 50% of their IT workforce from tactical legacy network maintenance operations to strategic business goals, technology innovation, and service delivery." In other words, information technology will be seen as a strategic asset as well as an operational one.

For many firms, leveraging IT as a strategic tool is a new way of working and thinking. If your organization's workloads are still marching deliberately to the cloud, or if they haven't yet started, we're here to remind you that, at least in this circumstance, different is good. As many firms that have relocated their IT portfolios to the cloud have realized, the weather is actually better here. You just need to adapt. It also helps if you have someone marching alongside you.



According to these statistics, we can see that organizations aim to incorporate IT as a strategic asset as well as an operational one. Businesses seek to focus on strategic business outcomes, technical innovation, and service delivery.

Thus, we can rate the prediction as an A.



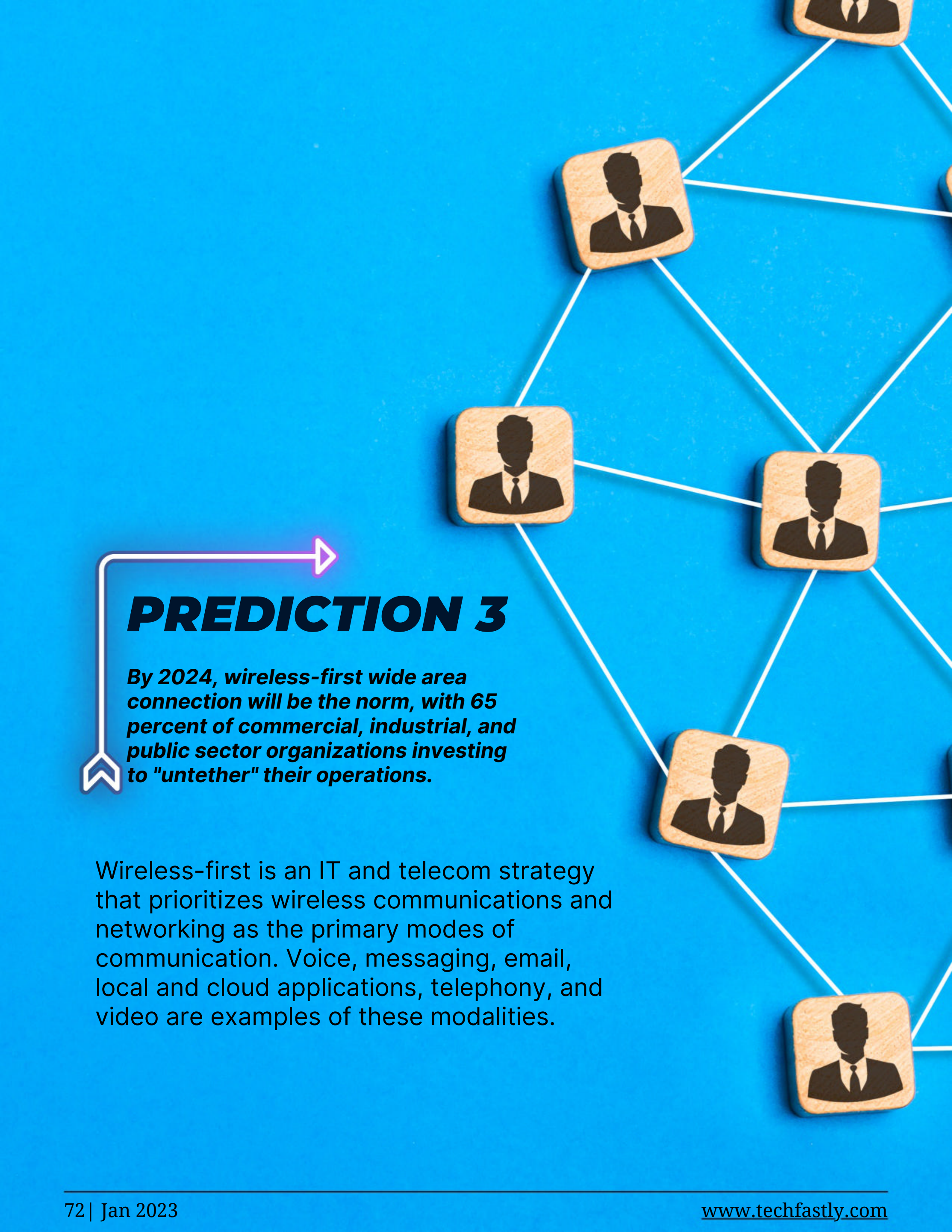
PREDICTION 2

By 2024, 45% of contact centers in the banking, retail, and hospitality sectors will have deployed Branch of One architecture, offering efficient and secure enterprise-class work-from-anywhere experiences.

Even as the epidemic recedes, work-from-home is here to stay. This new normal will fuel the creation of the micro branch or "branch of one." In the early days of the epidemic, enterprises hurried to extend VPNs and construct remote access points (RAPs) to link their locked-down employees and utilize pop-up testing kiosks. In 2022, we will see massive growth for purpose-built microbranch products that combine enterprise-class Wi-Fi access with smart multi-path WAN connection and powerful AIOps for stability and consistent user experience. These microbranch products will safely expand the business to the "branch of one."



Enterprise architects are now in charge of managing a broader range of applications hosted on-premises and in the cloud. Because of the development of the remote workforce, users using these hosted apps are more dispersed than ever. This necessitates a novel network design that includes, in addition to typical branches and clouds, the "branch of one". Thus, the industry is tilted towards it and the prediction is surely true. It gets an A!



PREDICTION 3

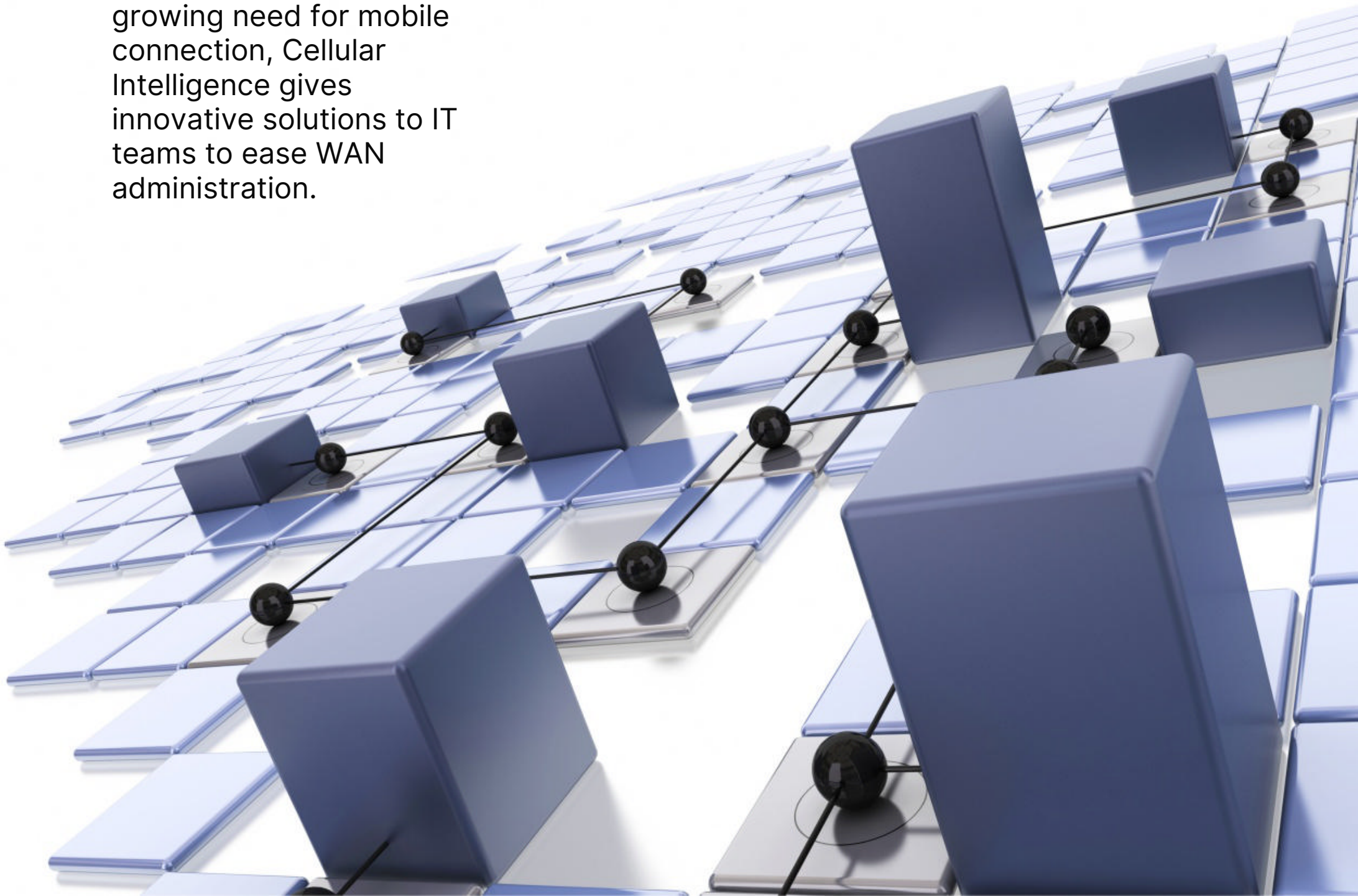
By 2024, wireless-first wide area connection will be the norm, with 65 percent of commercial, industrial, and public sector organizations investing to "untether" their operations.

Wireless-first is an IT and telecom strategy that prioritizes wireless communications and networking as the primary modes of communication. Voice, messaging, email, local and cloud applications, telephony, and video are examples of these modalities.

IT administrators want new solutions to suit the unique requirements of cellular networks, particularly as the Wireless WAN increases. 5G is being adopted by an increasing number of businesses. According to IDC, "wireless first" will become the standard for WAN communication by 2024. This is predicted to increase by 65 percent of the expenditures made by organizations in the public, corporate, and industrial sectors to liberate their business operations from wired networks*. With the growing need for mobile connection, Cellular Intelligence gives innovative solutions to IT teams to ease WAN administration.

52% of WAN influencers whose organizations employ LTE use it as the main connection, and 29% aim to do so in the near future.

According to the State of the WAN Report,





4G LTE is turning into Gigabit LTE, which is a key component of 5G. The majority of poll respondents (69 percent) believe Gigabit LTE will have a "likely" or "very likely" influence on their technology roadmap. Furthermore, 73% of respondents are either investigating 5G, are highly familiar with it, or are actively working toward it.

Organizations are already on the route to 5G, with their sights set on a wireless WAN future, thanks to the availability of Gigabit-Class LTE edge solutions.

This demonstrates the company's interest in integrating WAN, and hence this prediction receives an A.

PREDICTION 4

By 2025, G2000 firms will continue to experience two to three systemic service provider network failures per year, highlighting the significance of increased investments in connection redundancy and service resiliency.

Businesses all across the world have embraced cloud computing as they emerge from the shadows of the epidemic. According to MarketsandMarkets, the worldwide cloud computing market will increase from 445.3 billion USD in 2021 to 947.3 billion USD by 2026, at a CAGR of 16.3% over the projected period. Cloud technology adoption is projected to rise in areas where the WFH initiative is helpful in the maintenance of corporate business operations.

The primary difficulty with the cloud is the downtime that clients have to suffer. Every few months, news headlines are filled with reports about the latest cloud outage, and those are just the ones you hear about. In actuality, downtimes occur regularly, despite the fact that large cloud providers, such as Amazon's AWS, Microsoft's Azure, and Google's GCP, may offer 99.9% uptime as part of their SLAs. Sudden downtime or outages not only harm the company but may lead to shaking of brand impression amongst consumers.

IDC says that

By 2025, G2000 firms would still be facing two to three systemic service provider network failures per year, underscoring the need for enhanced connection redundancy and service resilience expenditures."



When cloud services fail, everyone panics, and for a good reason.

Many organizations rely on ongoing access to cloud-based mission-critical goods and services, thus cloud disruption can halt operations. In the best-case scenario, downtime is limited to a few minutes and impacts just a few small services; in the worst-case scenario, enterprises are immobilized for half a day or more, and the consequences may be severe, costing corporations **\$9,000 or more per minute**.

Downtimes are only a slight nuisance in cloud operations. In terms of cyberattacks, the cloud has become the weakest link. Despite the evident business necessity, there is still considerable space for improvement when it comes to avoiding disruptions.

We can expect more outages in the following years; hence the prognosis is accurate and receives an A.



PREDICTION 5

By 2024, 20% of enterprises will adopt a hybrid telco/cloud provider sovereign cloud that runs on local infrastructure to maintain compliance while limiting extraterritorial connectivity, access, and data migration.

The pandemic of COVID-19 has boosted cloud use. Cloud services have been crucial to remote-workforce collaboration and productivity, disaster recovery, cost management, agility, resilience, and corporate continuity in an unprecedented business environment. However, as cloud use has expanded, we have witnessed a shift in ideas regarding cloud, notably addressing its influence on "sovereignty" concerns such as the demand for data to be governed by the laws of the country/region in which it is gathered or processed.



In the present cloud environment, 69% of firms consider "possible vulnerability to extraterritorial regulations" as a major concern. Similarly, when enterprises choose a public cloud platform provider, sovereignty-related criteria, such as the availability of local/regional data-storage centers, become more important. As a result, more than 80% of enterprises believe cloud sovereignty will continue to gain significance."

According to Capgemini Research Institute,

Top 5 factors taken into consideration when selecting a cloud platform provider.

**Identity, access management
and encryption of data.**

82%

**Isolation of our sensitive data
(ex., customer profiles in the
cloud)**

81%

**Cost competitiveness (including
upfront operational and exit fees for
data transfers)**

69%

**Local/Regional data
centers to store data**

66%

**Flexibility to store data in
locations of our preference**

60%

Today, cloud sovereignty is pushed both outside, by law, and internally, by enterprises' desire to manage their data. The vast majority of enterprises believe they will use cloud sovereignty to ensure regulatory compliance (71%) or to implement controls and transparency over their data (67%). Furthermore, more than half (52%) of firms want to include sovereignty in their overall cloud strategy in the next 12 months. However, companies are now confining cloud sovereignty to data localization, with 43% of enterprises focussing on keeping their data within their preferred jurisdiction (typically national/regional boundaries), regardless if the cloud provider is of local origin. Only 14% describe cloud sovereignty as the exclusive usage of cloud providers headquartered in the same legal jurisdiction and keeping data inside the borders of a nation or area.

Source - Capgemini Research Institute 2022

**THUS, THIS PREDICTION
GETS AN A.**

PREDICTION 6

By 2023, 60% of firms will use hybrid, intelligent connectivity to connect physical markets to digital storefronts and supply chains, allowing for smooth commerce transactions.

Dr. Werner Vogels forecasts that

- the cloud will expand into every region via purpose-built gadgets and specialized solutions" in 2022 and beyond to facilitate these transitions
- cloud computing will "go beyond the typical centralized infrastructure paradigm and into unanticipated situations where specialist technology is required.
- By 2022, an increasing number of seniors will be able to receive more elder care in their own homes, moving beyond very simple tasks like light dimming, door locking, and oven operation to more contextual or proactive tasks like asking pertinent questions in reply to strange behavior and raising appropriate alarms if someone does not respond.

According to the GSM Association, a mobile industry association, intelligent connectivity is "the confluence of high-speed, low-latency 5G networks, cutting-edge AI, and the networking of billions of objects." In an intelligently linked world, hotel check-ins are more frictionless (and contactless), while new "smart bins" for gathering cherries, apples, and other fruit can sense the temperature and even the breathing of their contents. IoT and the edge computing that powers it will one day alter warehouses, restaurants, retail stores, farms, and other businesses.

We couldn't find any statistics on this, but previous predictions we've given show a tendency toward hybrid connectivity; **therefore this prediction gets an A.**



Organizations that can adjust more quickly to the consequences of a rapidly changing climate, society, and the globe will be better equipped to enhance people's and the planet's future. Cloud computing allows for speedier replies.

PREDICTION 7

By 2023, 75% of businesses will want RFI replies to satisfy sustainability goals, showing responsible supply chain principles and safe IT asset disposition skills.

ACCORDING TO FORBES, IDC, & DR. WERNER VOGELS,

Sustainability will be a significant driver of cloud innovation and a priority for cloud designs in 2022 and beyond. Sustainability, as a driver of cloud innovation, may and will be the subject of hackathons (as we did in 2021) as well as mission-critical IT efforts, particularly those in agriculture, energy, and government. Sustainability will increasingly have its own design principles, and section in RFI replies as a priority for cloud systems. IDC expects that by 2023, 75% of organizations will require RFI replies to fulfill sustainability goals, "demonstrating responsible supply chain principles and safe IT asset disposal capabilities."

Finally, while we were unable to discover a corresponding prediction supported by cloud experts, we feel that more diversity, fairness, and inclusion in the cloud community are critical for the cloud's future. We also feel that additional gender-specific technical training is required, particularly for cloud certification. ,

Only 13% of women claimed their tech businesses provide gender-specific training, compared to 54% who thought they should. According to CNBC, "many poll respondents feel that merely having more women on their team will help enhance workplace morale."

According to a recent poll quoted by CNBC,

This prediction gets a B rating.



PREDICTION 8

By 2024, 80% of businesses will need to adapt their networks and processes in order to provide more customized and interactive online rich media experiences that meet and exceed customer expectations.



Today's retail market is demanding from practically every angle, including pricing competition from discounters, market disruption from internet competitors, and improved price transparency for customers. Traditional retail differentiation strategies, such as a distinct assortment or smart pricing and promotions, are less effective than they previously were since competitors may readily mimic them. However, businesses may still differentiate themselves through customized techniques in which they provide unique experiences targeted to particular clients.

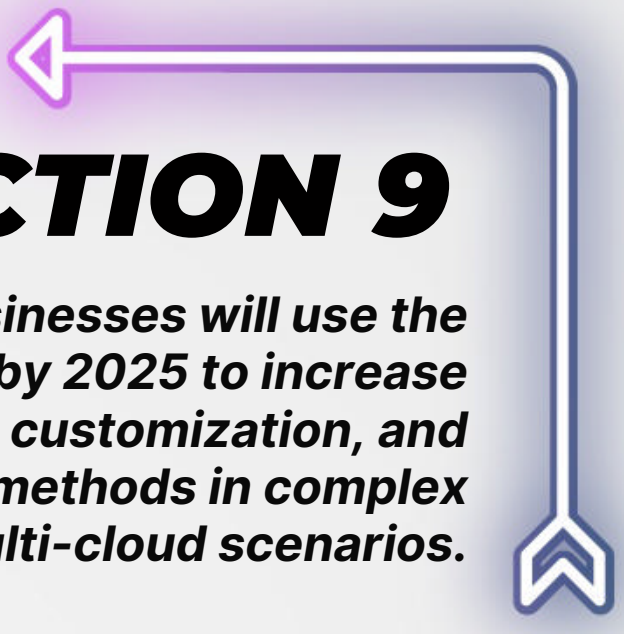
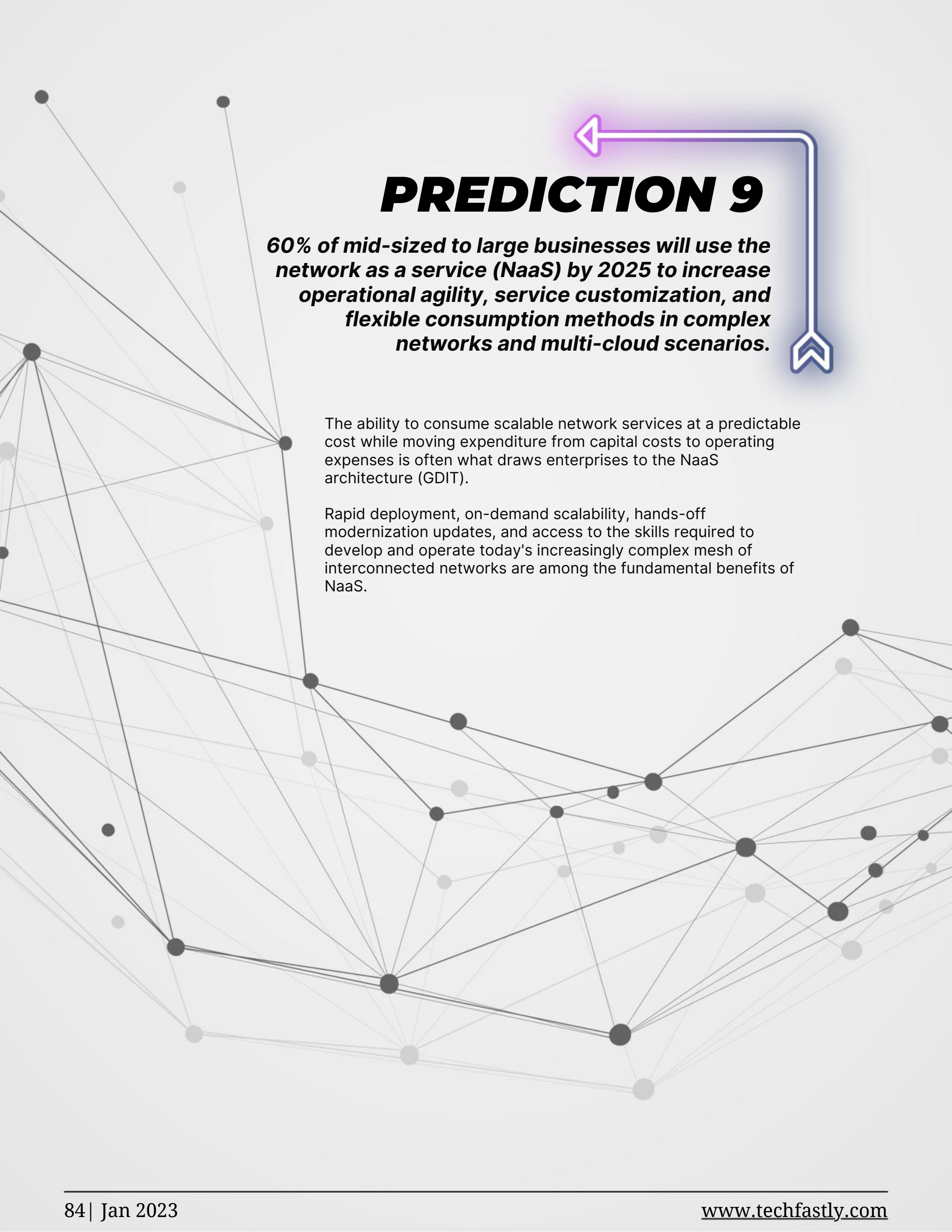




Customers have learned to anticipate and seek individualized experiences as a result of online pioneers such as Amazon: a poll of 1,000 US adults conducted by Epsilon and GBH Insights discovered that the great majority of respondents (80 percent) desired personalization from retailers. Personalization is even referred to as a "hygiene factor": buyers take it for granted, but if a merchant fails to provide it, they may defect to a competitor. Not only that, but successful personalization initiatives result in more engaged consumers and a higher bottom line.

WE ARE SEEING CHANGES AS LARGE AND MID-SIZED BUSINESSES USE NEWER TECHNOLOGIES SUCH AS WEB 3 TO GIVE INDIVIDUALIZED EXPERIENCES TO CUSTOMERS. AS A RESULT, THIS PREDICTION RECEIVES AN A.

In general, a great customer experience is extremely important to a retailer's success: it results in a 20% rise in customer satisfaction, a 10% to 15% increase in sales conversion rates, and a 20% to 30% increase in employee engagement. Customer-experience leaders in retail (retailers with consistently high customer-satisfaction ratings) have created three times the returns for their shareholders as retailers with poor customer-satisfaction scores.

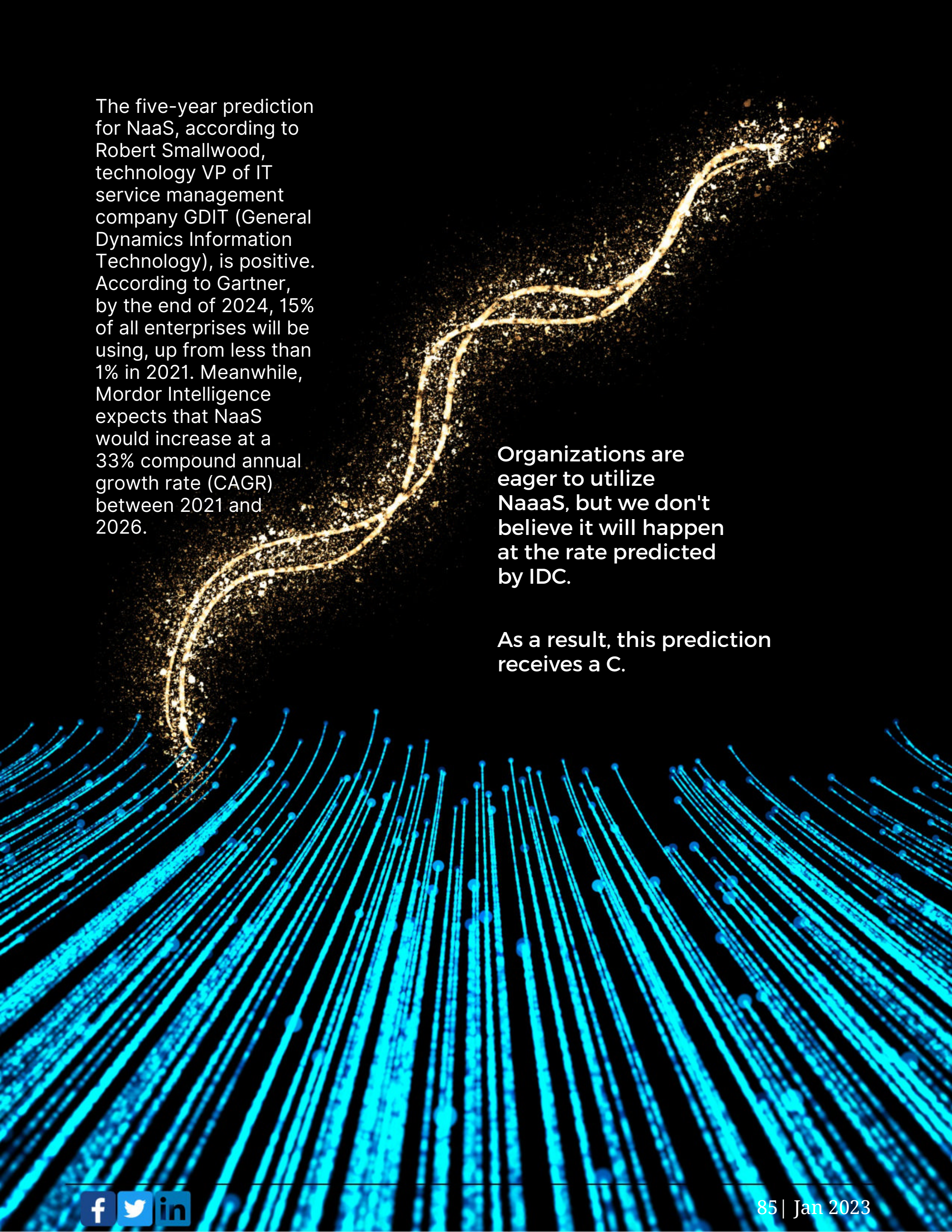


PREDICTION 9

60% of mid-sized to large businesses will use the network as a service (NaaS) by 2025 to increase operational agility, service customization, and flexible consumption methods in complex networks and multi-cloud scenarios.

The ability to consume scalable network services at a predictable cost while moving expenditure from capital costs to operating expenses is often what draws enterprises to the NaaS architecture (GDIT).

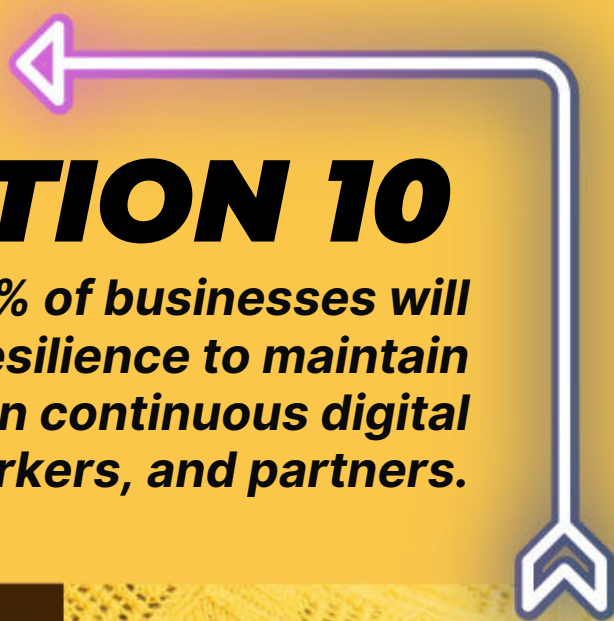
Rapid deployment, on-demand scalability, hands-off modernization updates, and access to the skills required to develop and operate today's increasingly complex mesh of interconnected networks are among the fundamental benefits of NaaS.



The five-year prediction for NaaS, according to Robert Smallwood, technology VP of IT service management company GDIT (General Dynamics Information Technology), is positive. According to Gartner, by the end of 2024, 15% of all enterprises will be using, up from less than 1% in 2021. Meanwhile, Mordor Intelligence expects that NaaS would increase at a 33% compound annual growth rate (CAGR) between 2021 and 2026.

Organizations are eager to utilize NaaS, but we don't believe it will happen at the rate predicted by IDC.

As a result, this prediction receives a C.



PREDICTION 10

By 2022, more than 30% of businesses will emphasize connection resilience to maintain business continuity, resulting in continuous digital engagement for customers, workers, and partners.

COVID-19 quickly compelled firms to lock their doors and support a remote workforce, necessitating better connectivity, flawless streaming, and higher bandwidth. IT executives are increasingly developing contingency plans to provide improved network connection and assure company continuity in any situation.



IT staff are familiar with disaster recovery and business continuity planning. Nonetheless, COVID-19 has unexpectedly transformed how firms will work in the near future.

IT executives must now design strategies to construct more robust networks capable of handling the increased capacity, connection, performance, and security problems that a primarily remote workforce might provide to a corporation.

"First and foremost, it is critical to maintaining the business network operationally. "The first challenge that businesses are wrestling with is how to do so with missing IT professionals," says Bob Victor, Head of Product, Comcast Business. "Business is shifting away from the corporate location and toward the cloud." Most businesses were not prepared to do so on a significant scale and are hurrying to put in place the infrastructure to handle large-scale video conferencing and collaboration tools."

According to Comcast Business, prior to the crisis, around 30% of organizations had already built up the necessary infrastructure to meet these surges in capacity and connection demands. Even still, the majority of firms were unprepared to accommodate a primarily remote workforce accessing corporate apps and resources behind a firewall. Because of this fact, IT executives are rethinking how to deploy network resources and support workers to sustain company operations, which will most likely be a hybrid model with some employees working on-premises and some working from home. Thus, we can say that the prediction holds true and gets an A rating.



EVALUATING THE 2022 INTERIOR DESIGN TRENDS BY CLEVER: WHAT TO EXPECT FOR 2023?

Ragini Agarwal

Analyzing market trends is critical for adapting and altering your firm, staying current and ahead of the industry, and achieving long-term success. Trend analysis includes trend data for evaluating changes in your business performance over time. Trend analysis may help you enhance your business by identifying sections of your organization that are doing effectively as well as underperforming areas.

As a result, it gives useful information to assist drive smarter decisions about your long-term strategy and strategies to futureproof your firm. Each year, at the end and beginning of the year, industry experts, media personalities, regular consumers, and citizens begin to look back and forward. However, we seldom analyze forecasts with skepticism.

Every year, creative industries such as graphics, interior design, and fashion are believed to evolve significantly. The interior design market has been rapidly evolving in recent years. Since there is no limit to creativity, new designs emerge every year, altering the industry's dynamics. Trend analysis can be a useful way to be updated about the ever-changing trends and stay ahead of the curve.

In this article, I have analyzed the predictions made by the team of 'Architectural Digest'

ABOUT THE TRENDS IN INTERIOR DESIGN IN 2022.

Let's see how well the projections worked out:



Loud & Wowed [Rank- C]

Minimalism emerged as an art movement following World War II and gained popularity as a design approach in the 1960s and 1970s. Some consider Ludwig Mies van der Rohe to be the first minimalist design leader, and his simple yet spectacular structures are built simply to optimize space and a sense of openness.

A recent Forbes article highlighted the trends the interior design industry can foresee in 2023 and mentioned a positive note on minimalism being used in interior design. It said, "Love it or hate it, minimalism is here to stay". Chelsea Marks, the founder of an online interior store, also predicted the increase of minimalist designs in the future. "The modernized minimalism aesthetic is gaining popularity. Consider a minimalist design that is warm, inviting, and has a smooth, natural texture, a bit more personality than the typical minimalist or Scandinavian style," she added.

No matter how much humans change, the minimalism style is an eternal home design choice. Minimalist interior design, like modern interior design, uses the essentials to create a basic and subtle interior. Its simplicity, clean lines, and monochrome palette with a color touch set it apart. It is a style that must persist since it enhances the aesthetics of any working setting, whether at home, the workplace, or a cafe.

Furthermore, because the basic design incorporates only the necessities, installation time and costs are greatly reduced.



Geometric Grid [Rank- A]

The grid may be utilized as both a design theory and an element of design. When utilized as a design principle, the grid organizes all of the other components of a composition. The underlying matrix is responsible for providing order, measurement, and the "visual glue" that keeps everything together. The brutalist style is known for its clean and mathematical features. Extending on the industrial and tidy design approaches, brutalism design believes in preserving the natural shape and form of things while also incorporating harsh geometric lines and shapes to bring definition and character to a room.



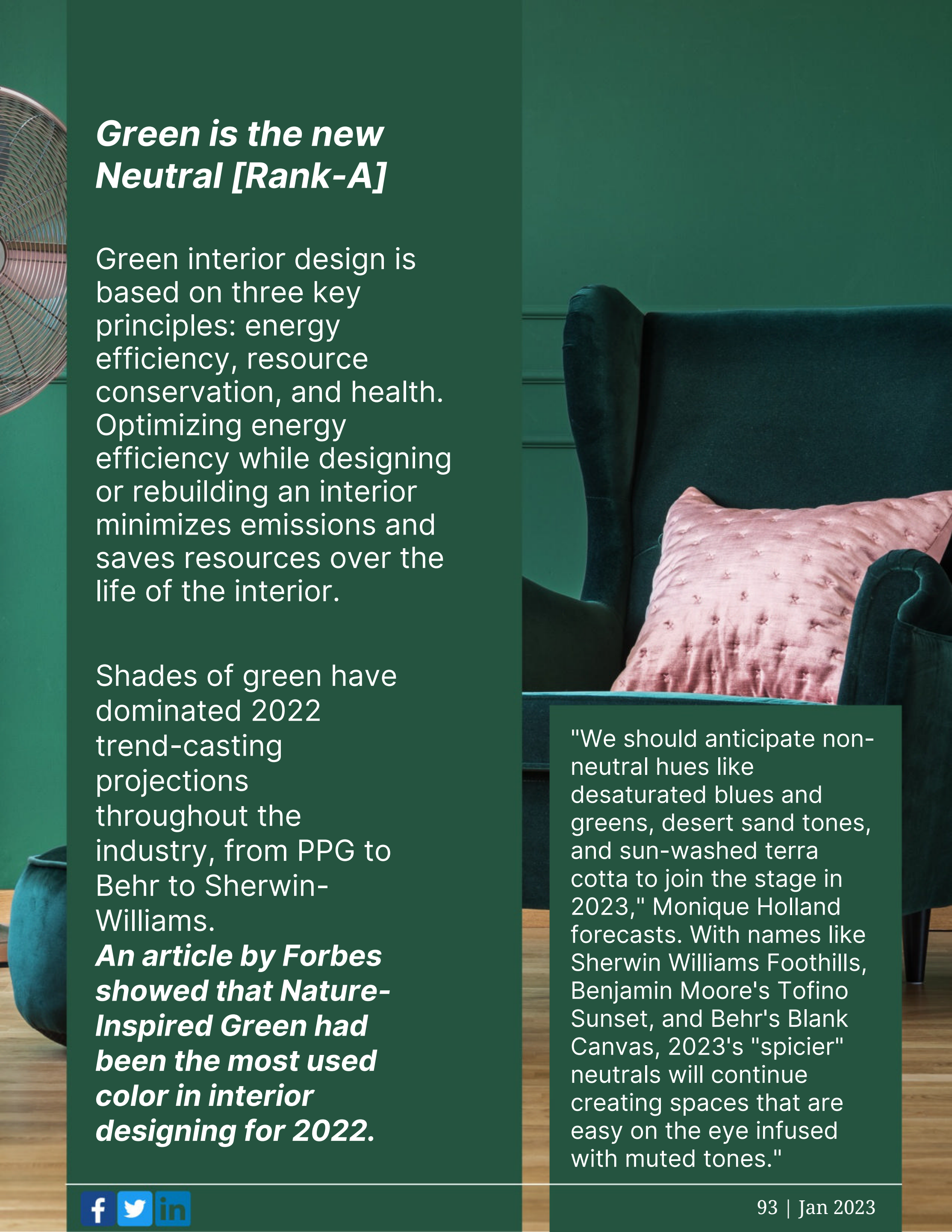
The prominence of geometric shapes is considered a means to differentiate the space while ensuring that the tidy and edgy approach remains. As a result, the style demands the addition of lines and diverse forms with clean finishes to your design. To accomplish so, just create a wall mural depicting various geometrical components.



Nowstalgia [Rank-A]

Interior design ideas for 2023 are diverse, with new colors, textures, and materials, but most significantly, new moods, with most of the moods centered on a spa-like sensation of peace or a lively and patterned ornamental boost of joy. To begin, we're all looking for a more positive attitude, and one way to do that is to teach your brain to think more favorably, which you can accomplish by surrounding yourself with stuff that brings you joy.

The newstalgia interior design trend manifested itself in the shape of flamboyant futuristic décor, inflated furniture, fuzzy materials, metallic upholstery, and sparkly, iridescent finishes. "There has been a 187 percent rise in searches on Etsy for 'Y2K decor' in the last three months when compared to the same period last year," Johnson adds. "I believe this is primarily due to the bold, lively, and colorful nature of the early aughts trends."



Green is the new Neutral [Rank-A]

Green interior design is based on three key principles: energy efficiency, resource conservation, and health. Optimizing energy efficiency while designing or rebuilding an interior minimizes emissions and saves resources over the life of the interior.

Shades of green have dominated 2022 trend-casting projections throughout the industry, from PPG to Behr to Sherwin-Williams.

An article by Forbes showed that Nature-Inspired Green had been the most used color in interior designing for 2022.

"We should anticipate non-neutral hues like desaturated blues and greens, desert sand tones, and sun-washed terra cotta to join the stage in 2023," Monique Holland forecasts. With names like Sherwin Williams Foothills, Benjamin Moore's Tofino Sunset, and Behr's Blank Canvas, 2023's "spicier" neutrals will continue creating spaces that are easy on the eye infused with muted tones."

Goblincore Mode [Rank-A]

A famed TikTok user @froggiecrocs, AKA Parker, who has over 90,000 followers, comments that "the Goblincore mode romanticizes the unpleasant, lesser recognized elements of the natural world". Its vestiges include animal skulls and earthworms, as well as its influences, which range from David Bowie's Labyrinth to the Twilight Saga. It's all about "chaos, muck, and slime," according to trend researcher Sabrina Faramarzi.

On TikTok, the hashtag for goblincore content has had over 498 million views, and it is a developing trend on Pinterest in the United Kingdom. A subreddit named r/goblincore on Reddit has reported growing by 395% year on year.

Clothing and accessories for Goblincore are selling well. Searches for related goods on Etsy have surged by 652% in the previous month when compared to the same period last year. Individual businesses attest: elf ear cuff sales at the Divine Occult Shop have skyrocketed, while goblincore is the top search term at Mushroom Babes, which offers body-positive mushroom art.

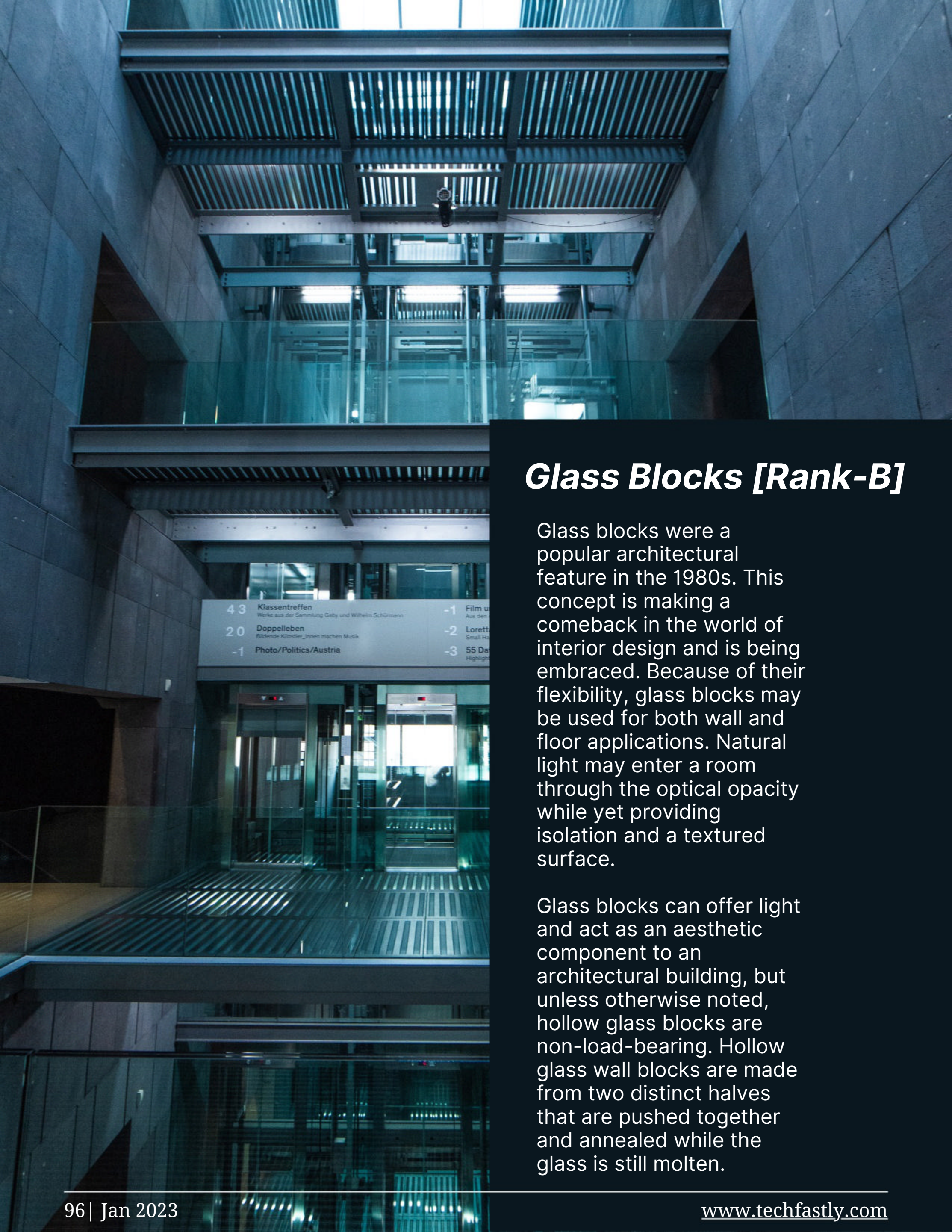
Goblincore originated "sometime in the 2010s, but started gaining traction in spring 2019 and gained full speed in 2020 when folks stumbled onto it during the epidemic," according to Amanda Brennan, a former trend specialist at Tumblr and now the senior director of trends at XX Artists. "Google Trends suggests it will rise again," she says.

All Cannabis Everything [Rank-B]

As the cannabis industry has matured and grown more popular, one of the most apparent ways people are introducing cannabis-centric design into their homes is by picking intriguing pieces of wall art to complement their living rooms, bedrooms, and other locations. There are several methods to display one's environmental interest, ranging from painted canvases to framed posters and murals.

The capacity of cannabis design to emphasize nature's innate beauty is one of its most apparent aspects. From close-up photos of the rainbow of colors and crystalline trichomes on cannabis buds to the beautiful flow of marijuana leaves, there's plenty of material for artwork in the cannabis sector. Even if it isn't time for a cigarette, photographs, and paintings of clouds and drifts of smoke may help one relax and unwind.





Glass Blocks [Rank-B]

Glass blocks were a popular architectural feature in the 1980s. This concept is making a comeback in the world of interior design and is being embraced. Because of their flexibility, glass blocks may be used for both wall and floor applications. Natural light may enter a room through the optical opacity while yet providing isolation and a textured surface.

Glass blocks can offer light and act as an aesthetic component to an architectural building, but unless otherwise noted, hollow glass blocks are non-load-bearing. Hollow glass wall blocks are made from two distinct halves that are pushed together and annealed while the glass is still molten.

Modular Furniture [Rank-B]

Freestanding or modular furniture arrangements are becoming increasingly popular as a way to mix and match various design trends while also offering an exciting range of forms and sizes. The definitions of freestanding and modular furniture in the area of interior design are subject to interpretation; nonetheless, the easiest way to define them is as independent pieces of furniture that are not tailored to a specific place.

With the addition of freestanding furniture, a space may feel more open, free, and distinct. The most successful modular design solutions may be found in open spaces with little risk of seeming claustrophobic. To create a more open and flowing aesthetic, replace a kitchen island with a wide wooden table and freestanding barstools. Working with an interior designer may help you achieve this look while taking your preferences and sense of style into account.



Books are back [Rank-A]

Books are an essential aspect of designing almost any space, whether it's a bookshelf, a coffee table, a workstation, or even a kitchen. They provide character to a space and highlight your hobbies and preferences. They inspire us when our creativity runs dry. And they're one of my favorite things to collect, which is a big deal given how much I value minimalism and not amassing things to get things.

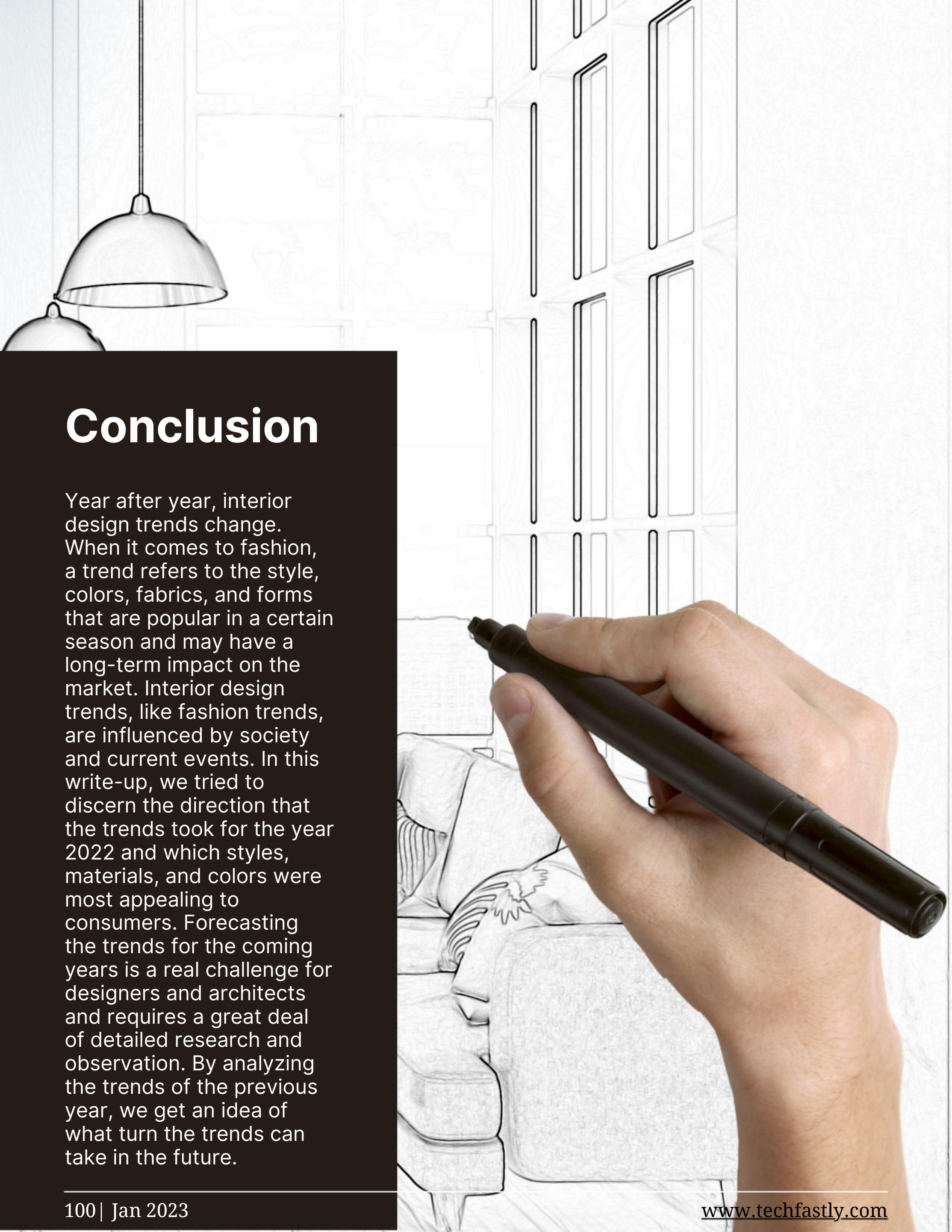
This style is perfect for books. Books, with their clean lines and restricted color palettes, complement the more organic items surrounding them without dominating the space



Reflections [Rank-B]

Mirrors with multiple functions have emerged as a micro-trend for the coming season. Art mirrors bridge the gap between fashion and utility, flawlessly blending form and function to provide a refreshing pop to any room.

Mirrors open up spaces and reflect light, making your bedroom look brighter whether it is lit naturally or artificially. Mirrored ceilings may add a bit of glamour to a bedroom and work well with both modern and art deco themes.



Conclusion

Year after year, interior design trends change. When it comes to fashion, a trend refers to the style, colors, fabrics, and forms that are popular in a certain season and may have a long-term impact on the market. Interior design trends, like fashion trends, are influenced by society and current events. In this write-up, we tried to discern the direction that the trends took for the year 2022 and which styles, materials, and colors were most appealing to consumers. Forecasting the trends for the coming years is a real challenge for designers and architects and requires a great deal of detailed research and observation. By analyzing the trends of the previous year, we get an idea of what turn the trends can take in the future.